

FOR IMMEDIATE RELEASE
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City of La Grange Adopts the Connect-CTY Service to Reach Thousands of Residents in Minutes

Implementation of Communication Service Part of City's Efforts in Emergency Preparedness and Communication Planning

LA GRANGE, TX – March 8, 2007- The City of La Grange announced today that it has selected the **Connect-CTY™** service from The NTI Group, Inc. (NTI) to provide city staff the ability to schedule, send and track personalized voice messages to residents, businesses, and local officials in just minutes, through a single phone call. La Grange staff can use the **Connect-CTY** service to periodically and personally communicate with residents about matters that are of timely, pressing information, such as unforeseen events or emergencies.

With the **Connect-CTY** communication service, users can send an unlimited number of messages, and since the system does not require any additional hardware, it can be used across all departments. This maximizes the city's dollars and ensures that, when a city official needs to use the system, they can do so immediately – without having to track down the employee that holds the key to the system. The city can also keep track of how many and which numbers were reached with a report on the results of outgoing messages that is sent to city staff immediately upon availability.

“To keep our community safe and informed in the event of an unforeseen incident or emergency, we must have the capability to immediately notify all residents and businesses,” said Mayor Janet Moerbe. “With the **Connect-CTY** service, we now have an easy to use, reliable tool that will allow us to do just that, even if residents are not tuned into their radios or TVs.”

City staff can target messages to an unlimited number of groups for everything from mobilizing emergency response teams to notifying necessary department heads and send messages to only the specified groups. Users can also use a map on the **Connect-CTY** system to contact specific geographical locations, sending messages only to specified residents.

“The implementation of the **Connect-CTY** system represents another important step forward for emergency preparedness and communication leadership in La Grange,” said Police Chief Jackie Skelton. “We strongly urge everybody to take note of this service, and to register telephones that are not traditional landlines.”

Primary residential and business land lines in La Grange will be automatically included in the system, however, residents must opt-in to have their email address, cell phone and private landline numbers included for emergency notifications by e-mailing their information to connect@cityoflg.com or calling 968-5805. Residents with call blocking services can make sure to receive the city's time-sensitive calls by adding 968-5805 to their approved number list.

The City of La Grange will be conducting its first test-call on April 3rd in order to ensure all residents who would like to be included in the system are given a chance to correct their phone numbers. If residents do not receive the call, they should contact the city at 968-5805 or email connect@cityoflg.com to have their contact information updated.

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