



Sheriff
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PRESS RELEASE

Sheriff Dan Altena announced that he is launching a new Community Information Service designed to deliver important and timely information to residents in Sioux County using the latest technology.

This service, created by Nixle, LLC delivers trustworthy and important public safety notifications by web, e-mail, and cell phone text messages.

Altena said, "Nixle is completely free, simple, and trusted. I believe this will be a great tool for us."

Sioux County residents can now go to www.nixle.com and register free of charge. They will receive any messages that are published by the Sheriff's Office or Communications Center, such as weather alerts, missing persons, winter road reports, Emergency Management problems, (like the explosion that occurred in Sioux Center a couple years ago, along with the need to evacuate); plus many other public safety messages of importance. The notifications will come by web, e-mail, and cell phone text messages.

Altena said, Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its *authenticated service* connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and through Web access. Nixle is offered at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers.

Altena said Nixle differs from current services such as Facebook, MySpace and Twitter, which provide *unauthenticated* platforms for connections. Nixle solves that problem by providing a single standardized service for consumers to receive immediate and credible neighborhood-level public safety and community information.

"Nixle will provide critical information to our residents," said Sheriff Dan Altena. "When it comes to public safety information, you have to trust the source. Residents of Sioux County can know that the local messages they receive are authentic."

About Nixle

Nixle is a community information service provider built exclusively to provide secure and reliable communications. It is the first authenticated and secure service that connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and via Web access. Nixle has secured a partnership with Nlets (the International Justice and Public Safety Network), allowing law enforcement agencies nationwide to send immediate alerts and advisories. Privately funded Nixle, which has offices in New Jersey and California, is free to all governments, their agencies and organizations, nongovernmental organizations and consumers. For more information, visit www.nixle.com.

