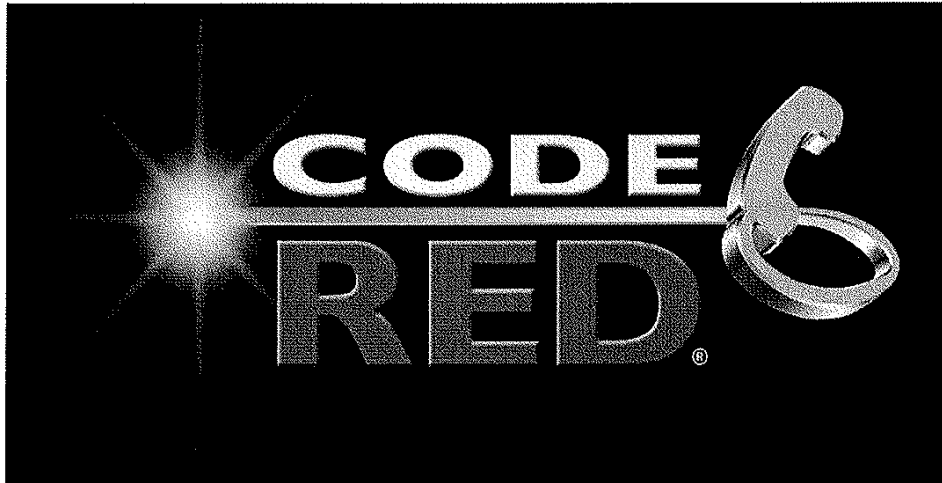


PROPOSAL PRESENTED

TO

THE VILLAGE OF ITASCA, IL

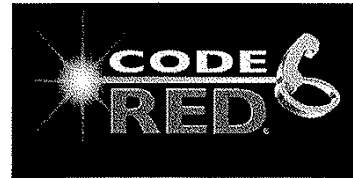


(HIGH SPEED OUTBOUND NOTIFICATION)

BY



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About CodeRED®

Emergency Communications Network, Inc. (ECN) servers have been providing high-speed messaging since 1996. It wasn't until the fires that burned across Florida in 1998 that the true power of this system was fully recognized. Since then CodeRED® has been growing our networks and our client base across the nation.

ECN specializes in providing high-speed emergency communication services to Governmental agencies, businesses and private individuals.

The CodeRED® Community Notification System is a high-speed telephone communication service available for community notifications. CodeRED® employs a one-of-a-kind Internet mapping capability for geographic targeting of calls, coupled with a high speed telephone calling system capable of delivering customized pre-recorded emergency messages directly to homes and businesses at the rate of up to 60,000 calls per hour. CodeRED® subscribers control their emergency broadcasts from anywhere in the world via a secure Internet Portal.

Clients pick CodeRED® because of its ease of use, speed, reasonable cost, and real life experience in communities just like yours. All of our infrastructure is controlled directly by us with no third parties involved and is completely redundant.

We are very proud that most new clients come from direct referrals by current CodeRED® system clients.

Some common requirements for a notification system are:

Experience

The recent hurricane seasons have proven that the CodeRED® high-speed telephone network is a powerful and reliable tool for notifying residents of critical emergency information. Even under the most stressful circumstances, CodeRED® was successfully used by numerous; cities, counties, and municipalities to inform, educate and protect residents during the hurricanes with over 20,000,000 calls. Code RED® has been widely used in events affecting every part of the U.S. for situations as rare as rabid animal notifications or escaped prisoners, and even for situations as common as street closings or utility outages. Hundreds of thousands of calls have been made for water emergencies near Chicago and over 100,000 calls have been made for every snow emergency in Minnesota; calls are made all over the nation for missing children and adults nearly every day. For these communities, having a CodeRED® system in place in the midst of a dangerous, volatile, and large-scale emergency is not a luxury – it is a vital necessity.

While this is only a portion of our capacity, no other system can show this performance - other systems talk about volume and capabilities - CodeRED® has actually performed them.

CodeRED® is the backbone for national missing children programs, serves emergency management offices, emergency councils, police departments, sheriff's offices, as well as Public Works, Utilities, schools and other agencies across the nation.

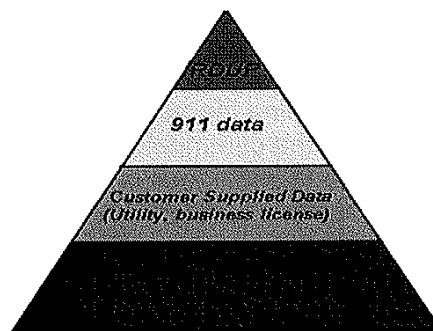
Calling data

CodeRED® maintains a 140,000,000 name national calling database, something only CodeRED® does in the emergency communication field; data from your community is already on our servers. This allows CodeRED® to be up and running very quickly; in some instances CodeRED® has been up and running in less than one day.

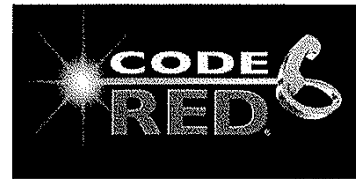
The calling database included with CodeRED® includes more than just neighborhood white pages. It also includes some cell phones, VoIP phones and other numbers not available in the white pages or 911 data.

CodeRED® invites your community to add to this database with any additional data that is available, such as Utility billing data or business license data. 911 data is frequently added, although there is no requirement to add any data.

Finally, because keeping your data current and accurate is important to any community, we provide a custom web page for each community. This web page allows your residents and businesses to directly add their data as well as add secondary numbers and TDD/TTY requirements. This is called our Ready-Up™ Link.



Calling Data Pyramid



Calling data is treated like a pyramid, with data de-duplicated from the top down in order of precedence. The best possible data is at the top of the pyramid with the Ready-Up link - your residents and business are the best source for their own phone numbers and the addresses they use.

Speed

CodeRED® speed offers up to 60,000 calls per hour, based on a thirty-second message length. This utilizes only a fraction of our capabilities and CodeRED® can handle multiple communities launching calling jobs simultaneously (and has done so in real life). ECN does not publish calling speed numbers that are irrelevant to your community. While it is accurate to say that we can call more than 10,000 numbers per minute, local telephone infrastructures cannot handle this input. CodeRED® utilizes only a portion of our phone lines for every calling job.

Additionally, since we maintain our own infrastructure and do not use any third party outside our corporate structure, our client communities do not have to compete with other priorities for the phone lines and every CodeRED® job launches immediately.

Ease of use

When originally developed, the primary design focus was that CodeRED® must be easy to use. That focus has continued to be primary with features, such as a 3-step Wizard, designed for a user that rarely operates CodeRED®.

We have a number of client communities that have launched calls with no training whatsoever. While our customer support is always available, not every user needs help (its extraordinarily easy to learn how to use, even with no training). Training for CodeRED® is typically scheduled for 1-½ hours but it normally does not take that long.

Costs

We use community population to determine the needs of each community and resources that need to be available to the community. The intent of our pricing is to provide a single annual cost with no additional fees or requirements. Our pricing is built to be FEMA friendly and help communities qualify for reimbursement when eligible.

Included in this proposal are all costs for the CodeRED® system for your community.

Highlights

The CodeRED® Emergency Telephone Messaging System is a service providing clients with the ability to deliver customized, pre-recorded in your voice, emergency messages at a rate of up to 60,000 calls per hour.

What makes CodeRED® the best solution for your community?

- CodeRED® is easy and quick to implement, easy to operate and does not require continuous re-training by your personnel. Anyone can be trained to run CodeRED®.
- A baseline database is supplied and customers can supply additional calling databases (such as 911 data or utility billing data) to be added to the calling data provided by CodeRED® with no extensive programming required.
- All dialing infrastructure is owned and operated by ECN.
- Calling populations can be selected via a map interface and/or from pre-determined calling lists.
- Multiple calling jobs can be initiated at the same time for any community or multiple communities simultaneously.
- CodeRED® uses patented technology to ensure emergency messages are delivered IN FULL and provides call statistics are in real time, allowing you to view the results for every call record.
- There is no hardware to buy, no dedicated telephone lines to lease, no maintenance costs and no need for additional personnel. The only cost for the service is for access to the system, which includes the calling minutes to be used. Calling minutes are included with more than enough minutes for typical annual usage, with discounts for larger quantities purchased.
- CodeRED® has multiple layers of redundancy for all elements of the CodeRED® system with secure server and dialing locations in multiple states.
- Authorized clients have access to the system 24 hours a day – 365 days a year from virtually anywhere in the world via their secure CodeRED® Internet portal with 24/7/365 Technical Support

Cost Proposal

There are no set-up fees, no dedicated telephone lines to purchase or operate, and no special equipment or facilities to buy and maintain. The only item the Village of Itasca would be responsible for providing, at any location requiring access to the CodeRED® system, is a computer to access the CodeRED® on-line application and a touch-tone phone capable of dialing a toll-free number. The computer can be any existing computer with Internet access, running Internet Explorer 5.0 or higher.

The cost for a one (1) year contract renewal would be as follows:

- **CodeRED® system Setup = Included**
- **25,000 minutes system time per year = Included**
(50,000 30-second delivered messages per year)
- **Initial database = Included**
- **Initial customer supplied data upload per year = included (911 data, Utility data, etc.)**
- **CodeRED® user pass codes for up to 5 groups or individuals = Included**
- **24/7 Technical Support = Included**
- **500 Testing and Training System Minutes per year = NO CHARGE**
- **Initial CodeRED® system distance training = NO CHARGE**
- **Design and web hosting custom Database Update Page = NO CHARGE**

One Year Village of Itasca total = \$7,500

There are no annual or other cost increases built in the service agreement - the annual cost will remain the same so long as the contract is in effect.

Thank you for the opportunity to submit this proposal outlining ways we can help you improve your emergency notification system. If you have any questions please feel free to contact me directly at 888-848-6337 x175.

**All of the costs associated with running the CodeRED® service are calculated into the minutes used to deliver calls (billed in six-second increments) for your convenience. System minutes are only deducted from System Time bank for delivered calls. A large bank is included with the CodeRED® solution, expected to more than a community will use in a typical year.*