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FOR IMMEDIATE RELEASE

ARIZONA AMBER ALERT ANNOUNCES NEW OFFICIAL WEBSITE
Current subscribers must re-subscribe to new system to receive alerts

PHOENIX (Nov. 15, 2006) – Arizona’s AMBER Alert program is upgrading its technology and moving to a new official Web site at www.azamberalert.org to better serve law enforcement and the community in helping to save abducted children.

“This system not only improves what we currently have in terms of technology, but it also enables Arizona’s AMBER Alert network to interface easily with law enforcement the media and the community,” said Art Brooks, Chairman of Arizona’s AMBER Alert Oversight Committee and President and CEO of the Arizona Broadcasters Association, an Arizona AMBER Alert partner.

Current subscribers to Arizona’s AMBER Alert are encouraged to re-subscribe to the new system at www.azamberalert.org, the official Web site of the system. Browsers will *NOT* automatically redirect to the new site. The former site was www.amberalert911.com.

The new system was developed by MyStateUSA, a company based in Boise, Idaho that is also involved in a 12-state pilot project with the Federal Emergency Management Agency (FEMA) to coordinate interoperability among public warning alert systems.

“As a grandmother and mother of two adopted children, I believe there is no higher priority than helping to save an endangered child,” said MyStateUSA President Claudia Bitner. “MyStateUSA is pleased to be a partner in facilitating the new Arizona AMBER Alert web based operating system.”

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2-2-2 NEW OFFICIAL SITE OF ARIZONA AMBER ALERT SYSTEM

The new system is designed to be easier for law enforcement to use and update, and allows better service for the public. Features of the new www.azamberalert.org site include:

- **Accuracy** –Allows for a thorough review of the information before an alert is distributed, ensuring that key information is included and that the alert meets the required criteria, allowing corrections to be made before the message is disseminated.
- **System back-up** – A system allowing network redundancy in highly secure data centers in multiple locations throughout the country, which are directly connected to the backbone of the Internet.
- **Simultaneous submission** – In a situation where every second counts, detailed information on victims and suspects can be transmitted simultaneously through e-mail, text messages and Web site updates within seconds of submitting the alert.
- **Better photos, faster** – High resolution photos will enable media to re-broadcast photos without the need to enhance them.
- **Enhancements for law enforcement** – Transmittal of specific information for media and law enforcement, providing timely and critical updates as needed.
- **Incident history** – Chronicles a full history of the AMBER Alert during and after the event to allow for real-time status and incident review.

“Arizona has been at the forefront of developing a system with the ultimate goal of maintaining the safety of our children. This new site, along with the efforts of Arizona’s DPS to scrutinize alerts more carefully, are efforts that continue to move this program forward,” Brooks said.

The Arizona AMBER Alert program is an early warning system available for use by law enforcement to alert the public when a child has been reported abducted or missing and the child is in danger of serious bodily harm or death. There have been 45 alerts since the program’s inception in 2002, and in all cases, the child has been recovered safely.

Partners in Arizona’s AMBER Alert program are the Arizona Broadcasters Association, Arizona Department of Public Safety, Arizona Department of Transportation, the Arizona Lottery and MyStateUSA.

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