

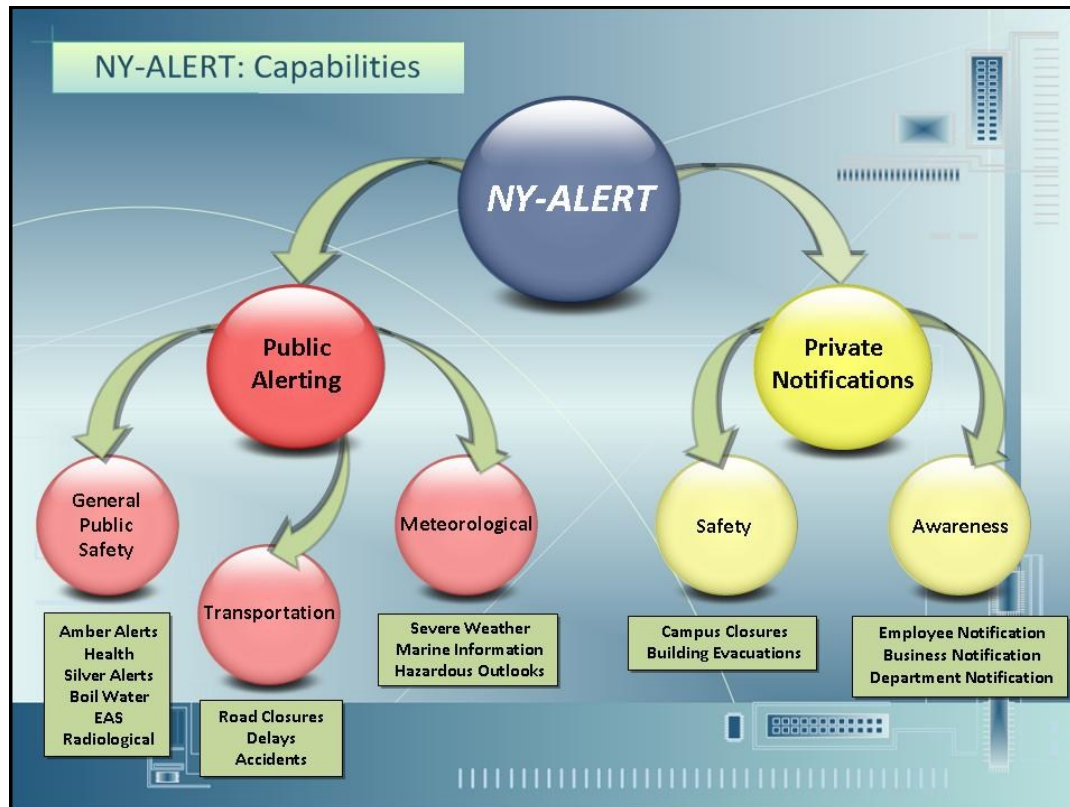
WELCOME TO NY-ALERT

NY-ALERT, New York State's All-Hazards Alert and Notification System, is a web-based portal that allows State agencies, county and local governments, emergency service agencies and institutions of higher learning to provide emergency alerting information and private notifications to a defined audience (local, county, regional or statewide).

NY-ALERT is **free** and subscription-based. If you wish to receive emergency information, you can register on the NY-ALERT website at www.nyalert.gov. Your e-mail address will be your identifier. When you register, you can list multiple devices from which you will receive alerts and notifications. Most alerts are issued locally by your county or local municipality. Local officials will determine when to issue an alert and what devices to send alerts to. You may receive information on all of the devices you registered, or just one. Each emergency is different; therefore, each alert will be tailored to meet the notification needs of the incident.

If you do not have access to the worldwide web, you may still sign up for NY-ALERT by calling

1-888-697-6972



Get the Mobile App iAlertz.com

Introducing the iAlertz Notification and Alert application for mobile devices!

iAlertz provides users with critical and emergency information quickly and easily.



Information is updated within NY-ALERT based on the location of your mobile device.

Get real-time alerts based upon your location or saved bookmarks such as weather, traffic and security and much more.

Quick information look-up for local municipal services such as police, fire, medical, utilities and more! Connect to your NY-ALERT civilian user account and import your custom notifications and settings. Having a NY-Alert account is not required for using the iAlertz app.

Best of all, iAlertz is free for everyone!

Keep yourself and your family safe by downloading the iAlertz app today!

Technical Support

Email: support@nyalert.gov

Phone: (518) 292-2299

NY-ALERT

www.nyalert.gov

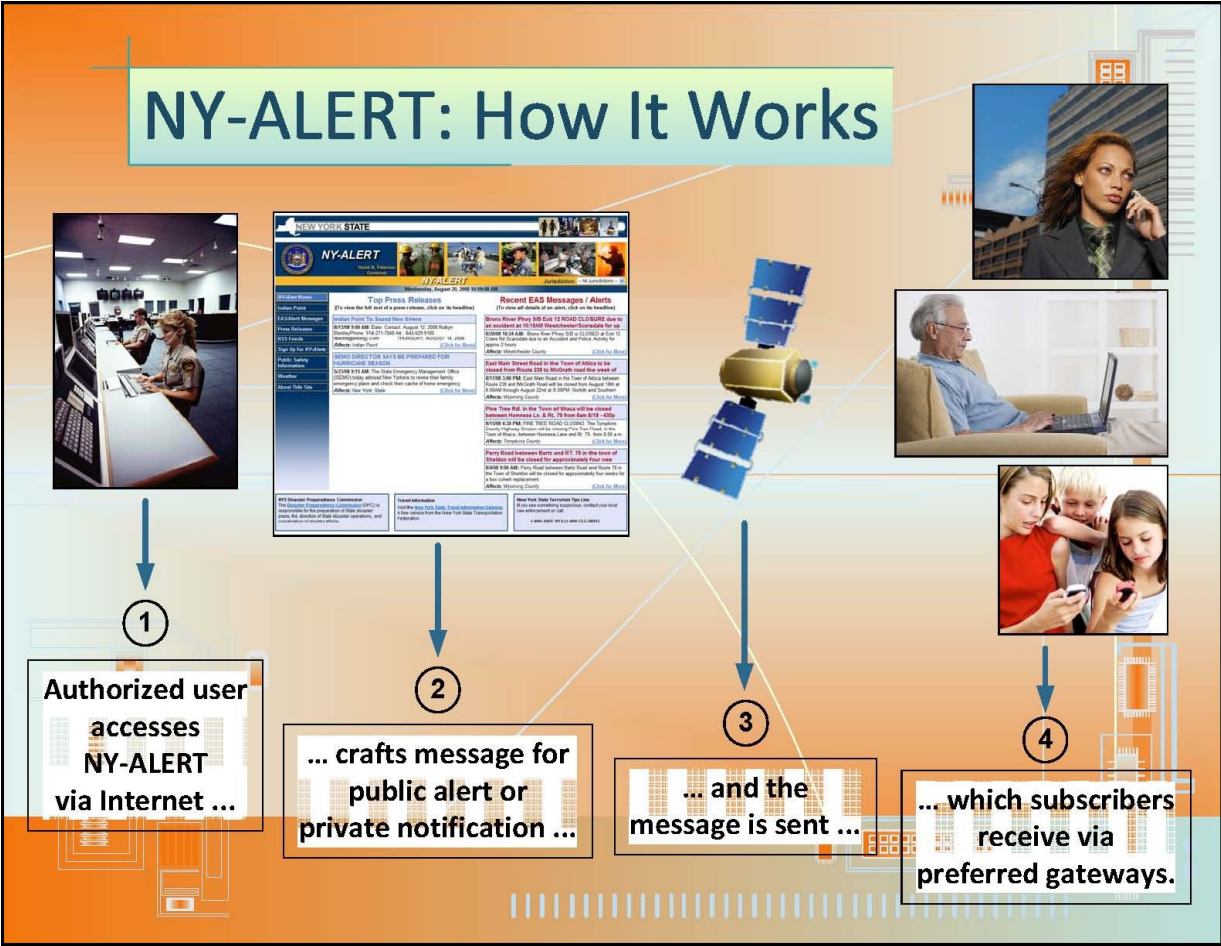
New York State's All-Hazards Alert & Notification System

Andrew M. Cuomo, Governor

NOTIFICATION GATEWAYS

The alerting portion of the NY-ALERT portal uses many communications technologies to reach the public:

- Emergency Alert System (EAS) activation
- Mobile app (handheld devices)
- E-mail
- Really Simple Syndicate (RSS) feeds posted to the website
- Text messages or Simple Message Service (SMS) via cell phones and pagers (also numeric)
- Dial-out recorded messages to subscriber phone numbers
- HF/VHF/UHF, and AM/FM radio systems
- Instant messaging systems
- Satellite systems and Global Positioning System (GPS) devices
- Fax
- Postings to the NY-ALERT website
- Public Address systems
- Press releases to targeted media



PUBLIC NOTIFICATIONS

State agencies and local governments, through the county emergency manager, will be able to create incident-specific emergency messages to targeted audiences/public, or take advantage of alert messages routinely provided by agencies to the public of impending weather and road closures, such as TransAlerts issued by the New York State Department of Transportation and notifications from the National Weather Service.

SECURE PRIVATE NOTIFICATIONS

NY-ALERT provides a platform to governmental participants (State and local agencies) and institutions of higher learning to send private notifications to select groups through the secure web portal. This feature utilizes the fax, email, text message and dial out messaging. For example, a county sheriff could provide information to a group of local police chiefs; universities can provide private and secure information to students, faculty and staff.

CHOOSE YOUR ALERTS

When you sign up for NY-ALERT, you will be able to select the time of day you want to receive alerts and the locations from which you want to receive the information: village, town, city, county, regions of the State or the entire state itself.

Note: if you select a large geographic area, you will receive all of the alerts, media releases and other information regarding those areas.

While NY-ALERT will transmit information almost instantaneously utilizing all appropriate gateways simultaneously, there is no 100 percent guarantee that the information will be received in a timely manner if the existing third party infrastructure is unavailable (such as text, faxing and phone lines).



NY-ALERT can reach tens of thousands of subscribers instantly!

