

FOR IMMEDIATE RELEASE  
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## **Kimble County Selects *Connect-CTY* Service to Improve Emergency Preparedness and Communication**

*Test Call Planned to Ensure Residents are Ready to Receive Important Messages*

[KIMBLE COUNTY, TX – May 7, 2008]- Kimble County announced today it has selected the **Connect-CTY®** mass notification service from Blackboard Connect Inc. (formerly known as The NTI Group, Inc.), a wholly-owned subsidiary of Blackboard Inc. (NASDAQ: BBBB). The county will conduct its first community-wide test call on May 8.

Kimble County has implemented the Connect-CTY service to provide county officials the ability to communicate with residents regarding time-sensitive incidents which may include planned and unforeseen public safety matters.

The Connect-CTY service allows officials to record, send and track personalized voice messages to thousands of residents, businesses, and local agencies in just minutes, through a single phone call. The county can also send text messages to cell phones, PDAs, e-mail accounts, and TTY/TDD receiving devices for the hearing impaired. The service requires no additional hardware; it can be used from any computer with Internet access or just a telephone, ensuring that officials can send vital messages from wherever they are located.

“In the past, we’ve had to go door-to-door to notify residents of tornado warnings and other issues regarding public safety,” said Delbert Roberts, County Judge of Kimble County. “With the Connect-CTY service, we can quickly notify residents with just one phone call, saving time, resources and ultimately helping to keep residents safe.”

County administrators can target messages to an unlimited number of groups – everything from mobilizing emergency response teams to coordinating efforts with necessary agencies or volunteers. Authorized users also can use a map on the Connect-CTY system to contact specific geographical locations, sending messages only to the residents within select neighborhoods when needed.

Kimble County will be conducting its first test call on May 8 in order to ensure residents are aware of the program and can provide correct phone numbers and e-mail addresses should they not receive the test message. If residents do not receive the call, they should visit the county’s Web site at [www.co.kimble.tx.us](http://www.co.kimble.tx.us) and click on the “SIGN UP NOW – SERVICES BY CONNECT-CTY” link to enter their contact information.

"It's in residents' best interest to add their contact information, including cell phone numbers, private phone numbers and e-mail addresses into the system's database so that they are always prepared to receive the county's time-sensitive notifications," Roberts said.

Publicly available primary residential and business phone numbers in Kimble County will automatically be included in the system. So if you're in the phone book, you should receive the test call at that number. However, residents can opt-in to provide their complete information (up to three phone numbers and two e-mail addresses) and indicate if they have a TTY/TDD device by accessing the county website. Those without Internet access can visit the Kimble County Library and use the public computers to add their information added into the system. Residents with call blocking services can make sure to receive the county's time-sensitive calls by adding 446-2724 to their approved number list. Blackboard Connect Inc. does not sell, lease, share, or rent personally identifiable information (names, addresses, phone numbers, etc.) to any companies or persons outside of Blackboard or its service providers.

"The best way to keep residents informed and, therefore, safe is through communication, and the Connect-CTY service makes it easy," said Brendan Cotter, Managing Director, Connect-CTY. "With the Connect-CTY service, administrators have a powerful tool for mass communication without having to purchase new computers, software and telephone lines."

For more information on the Connect-CTY system, please contact the company at (818) 808-1789.

#### Additional Information about the **Connect-CTY** Service

The **Connect-CTY**® service is provided by Blackboard Connect Inc., a wholly-owned subsidiary of Blackboard Inc. (NASDAQ: BBBB). The service was created specifically for local and regional government leaders based upon the award winning **Connect** platform. The service can be used to send targeted, time-sensitive voice and text messages to landlines, cell phones, PDAs, e-mail addresses, pagers, TTY/TDD receiving devices, and other text receiving devices and is compliant with the Common Alerting Protocol v. 1.1 (CAP-V1.1). The **Connect** platform is a Software as a Service (SaaS) solution that has been in service since early 2001 and includes the **Connect-ED**®, **Connect-CTY**, **Connect-GOV**®, and **Connect-MIL**® systems. In 2007, the **Connect** platform was used by over 20,500 active sites to send over 240 million voice calls and over 17 million e-mail and SMS messages to constituents.