

News Release  
For Immediate Release  
January 7, 2010

Dallas Center, Iowa-The City of Dallas Center is launching a new Community Information Service designed to deliver important and timely information to residents in our area using the latest technology.

This service, created by Nixle,LLC delivers trustworthy and important neighborhood-level public safety and community event notifications by web, e-mail, and cell phone.

Nixle is simple, trusted and available at no cost.

Residents of Dallas Center can now take advantage of Nixle! Nixle is a community information service that alerts you to public safety threats and community events via web, e-mail, and cell phone. Sign up at [www.nixle.com](http://www.nixle.com) to register.

Register now and learn more at [www.nixle.com](http://www.nixle.com). Then share this new service with friends and neighbors to spread the word!

We are very excited to have you experience it for yourself.

Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service connects municipal agencies and community 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.

“The Police Dept. is always looking for new and more efficient ways of delivering information to our residents.” stated Chief Leonard.

For now, Dallas Center residents will be able to receive police-related information and municipal government information via Nixle. Channels providing other kinds of information are expected to be introduced in the future.

Craig Mitnick, the founder and CEO of Nixle, 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 is a first of its kind tool for communities that need to provide critical information to their residents,” said Craig Mitnick, founder and CEO. “When it comes to public safety information you have to trust the source. Residents of Dallas Center can rest easy that the local messages they receive are authentic.”