



For Immediate Release

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50,000 First Alert® Public Alert Radios Heading to Alabama

Residents and Businesses in Calhoun County's Immediate Response Zone Will Benefit

(OAKMONT, PA & HUNTSVILLE, AL) February 10, 2010 – In the next four months, 50,000 First Alert® Public Alert Radios will be delivered door-to-door to residents and businesses in Calhoun County, AL. The radios mark the second phase of a FEMA-funded Emergency Alert Radio (EAR) distribution project, designed to protect those in Calhoun County's Pink Zone and Immediate Response Zone (IRZ). The radios warn against severe weather and various other emergencies.

The Cleburne & Calhoun County Joint Technical Specifications Committee, a group of county EMA civil servants, reviewed over a dozen emergency radio models before choosing the First Alert® WX-150 for the project. After selecting the radio, the Cleburne County Commission awarded the contract to Warning Systems, Inc. (WSI), an Alabama-based provider of public alert and notification products. WSI will distribute the radios through a door-to-door delivery program beginning in January and running through April 2010. All units will be pre-programmed to receive National Weather Service Alerts for Calhoun County, AL and will include directions from First Alert® manufacturer, Sima Products.

According to Steve Swafford, Cleburne County Executive Officer and Project Manager of the Emergency Alert Radio Distribution Program, "The combination of Sima's reliable First Alert radio, tailored for use in Calhoun County, and WSI's experience with personal distribution of alert receivers is enabling the EAR Phase 2 program to better meet the needs of the local citizens."

The First Alert® Public Alert Radios are designed to protect residents in over 80 various emergencies, including severe weather, Amber alerts (for missing children), and hazardous material spills.

To learn more about the Emergency Alert Radio program, visit: www.earready.com

To learn more about Warning Systems, Inc., visit: www.warningsystems.com

To learn more about First Alert® and Sima Products, visit: www.simaproducts.com

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-ABOUT SIMA PRODUCTS-

Founded in 1973, Sima Products Corporation is celebrating over 35 years as a leading innovator of consumer electronic accessories. Sima manufactures accessories in the categories of Digital Imaging, Video, Home Theater, Power, and Home Safety. Today, nearly one hundred Sima products are sold in more than 20 countries worldwide. For more information, please visit www.simaproducts.com.

-ABOUT WARNING SYSTEMS-

Warning Systems, Inc. (WSI) provides public alert and notification products that leverage the power of Internet standards to enable faster, smarter, and more secure emergency management. Since 1991, government agencies, military installations, broadcasters, chemical manufacturers, emergency managers and communities have relied on WSI to meet their critical communications challenges. WSI's OnAlert® and AdaptAlert™ radio frequency activation systems are compliant with the Common Alerting Protocol (CAP) standard and have been tested by FEMA for use with the national Emergency Alert System. WSI's Tone Alert Receivers were engineered to meet the rugged requirements of the US Chemical Stockpile Emergency Preparedness Program (CSEPP). For more information, please visit www.warningsystems.com.