

Dallas Police Department

Police Media Relations Unit

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www.dallaspolice.net

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Dallas, Texas – The City of Dallas 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 completely free, simple, and trusted.

Residents of Dallas 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 to register or click on the Nixle link on DPD's homepage, www.dallaspolice.net.

Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted 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.

“Using social networking services such as Nixle help us keep our city informed and also serves as a crime fighting tool,” states Lt. Andy Harvey

For now, Dallas residents will be able to receive police-related 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 can rest easy that the local messages they receive are authentic.”

For more information, call the Dallas Police Media Relations Unit at 214 671 4065.

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