

FOR IMMEDIATE RELEASE

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Ashland Selects *Connect-CTY*[®] Service to Improve Emergency Preparedness and Communication

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

[ASHLAND, MASS. – NOV 21 2008] – The Town of Ashland announced today it has selected the Connect-CTY mass notification service from Blackboard Connect Inc. (NASDAQ: BBBB). The town will conduct its first community-wide test call on NOV 28 2008.

Ashland has implemented the Connect-CTY service to provide town 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 town 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.

“The town is always looking for ways to better communicate with its residents,” said Police Chief Scott Rohmer. “The new Connect-CTY notification system will allow us to inform residents of time-sensitive information within minutes and helps prepare the town for unknown incidents and planned events.”

Town 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.

“We plan to use the Connect-CTY system to notify residents in time-sensitive situation, such as severe weather, road closures and other unforeseen instances,” Rohmer said. “While the system greatly enhances the town’s preparedness, this notification system will only be effective if residents register their contact information in the secure Connect-CTY database, which is why it’s so important for residents to do so.”

Publicly available primary residential and business phones in Ashland will automatically be included in the system. 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 visiting the town's Web site (www.ashlandmass.com) or (www.ashlandpd.org) and clicking on the link that says "SIGN UP NOW – SERVICES BY CONNECT-CTY" to enter their information into the secure database. Those without Internet access can have their information added into the system by calling (508) 881-1212 extension 23. Residents with call blocking services can make sure to receive the town's time-sensitive calls by adding (508) 881-1212 to their approved number list.

"The best way to keep residents informed and, therefore, safe is through communication, and the Connect-CTY service makes it easy," said Brendan Cotter, President of 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."

Ashland will be conducting its first test-call 11/28/2008, 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 town's Web site at www.ashlandmass.com or www.ashlandpd.org and click on the "SIGN UP NOW – SERVICES BY CONNECT-CTY" link to enter their contact information.

Residents without Internet access can have their information added into the database by calling (508) 881-1212 extension 23.

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.

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