



FOR IMMEDIATE RELEASE

Ohio Company Supports Suburban Cleveland School Safety Lockdown

Leader Alert® quickly notified 700 Parma City Schools parents, prevented panic

COLUMBUS (April 27, 2007) – An April 18 lockdown at Greenbriar Middle School in Parma, Ohio ended calmly when a 59-year old woman carrying a knife was quickly disarmed in the school’s entrance airlock, police were called, and school officials used an Ohio company’s product, Leader Alert®, to send a 40-second voice alert to the phones of 700 parents of students within minutes of the incident, avoiding a school closure and allowing classes to continue.

“We are enthusiastic about Leader Alert as a system to communicate with parents,” said Principal Frank Spisak. “The ability to notify parents so quickly really helped us control rumors and prevent panic. We were able to get to parents and let them know what had happened before false information spread and/or they heard about the incident from other sources.”

Dr. Robert Gulick, Parma City Schools’ Instructional Technology Integration Manager, also credits the timely alerting system with the school’s ability to continue classes without disruptions. “We were able to let parents know that the situation was under control and proceed with the school day as normal. The system enabled us to proactively handle the distribution of information instead of needing to reactively handle a multitude of rumors and misinformation.”

“Parma City Schools’ experience has been useful in numerous ways,” says Ron Durkin who is the Director of Safety and Security for the school system. “We have used Leader Alert for events from emergency situations to our buses returning four hours late from a Washington D.C. trip. The bottom line is that parents want accurate information as soon as possible.”

Leader Alert is the product of Leader Technologies, a Columbus, Ohio telecommunications and software company. According to Chairman Mike McKibben, Leader Alert differs from other alerting systems in its ability to contact very large numbers of people by phone simultaneously without the need for installation and maintenance of expensive, specialized equipment.

In the wake of the Virginia Tech tragedy, schools and universities are looking at alerting systems with new eyes. McKibben commented: “We can’t predict outcomes in those horrific situations. But Leader Alert allows a school to simultaneously contact thousands of students and faculty and let them know if they are in danger. An informed person is able to take action. An uninformed person can only react.”

Although incidents such as the Virginia Tech shootings are rare, campuses are looking at alerting systems for other kinds of events, too, such as a bird flu pandemic, terrorist activity, inclement weather, or even needs like schedule changes and special announcements.

In the town of Pass Christian, Mississippi, during Hurricane Katrina, the harbor clerk used Leader Alert to notify vessel owners, who were able to evacuate and save their vessels before the hurricane struck and destroyed the harbor. The government of Louisiana used a related product, LeaderPhone®, to teleconference their first responders throughout the disaster after their own system went down.

Because Leader Alert does not require equipment installation, the system can be up and running, according to McKibben, “in the time it takes to key in or upload a list of phone numbers.”

About Leader Technologies®

Leader® connects voice, video & data across existing application systems to enhance collaboration & decision making. Its patented Digital Leaderboard® – U.S. Patent No. 7139761 – is a powerful unified communications platform that will dramatically improve productivity and reduce costs by giving businesses more control over their communications, leadership, strategy, knowledge management and intellectual capital. Included in the integrated Leader2Leader® suite are LeaderPhone® enhanced teleconferencing services, Leader Dialog™ free teleconferencing and blogging, Leader Alert® voice alert notification, Leader Meeting® web and video conferencing, as well as other advanced voice, video and data features. To learn more, visit www.leader.com.

Hurricane Katrina White Paper

For more information on Leader's Hurricane Katrina disaster response, go online to www.leader.com and click on "Hurricane Katrina White Paper" or [click here](#).

Campus Alerting White Paper

To access Leader's latest White Paper on campus alerting, go online to www.leader.com and click on "Campus Alerting White Paper" or [click here](#).



To view WOIO-CBSTV ActionNews19.com, Cleveland, Ohio television news coverage of this event: *Knife-Wielding Woman Arrested at Parma Middle School*, [click here](#).



For more information on Leader Alert® implementation and pricing click the logo, or contact Jim Sobwick or Mike McKibben at (614) 890-1986.