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## clearTXT Launches Ubiquity to Facilitate Daily Campus Communication Across Multiple Devices

*Solution Builds on Company's Expertise in Information Delivery Platforms for Colleges  
and Universities*

**Cary, NC, May 22, 2007** – clearTXT, a leading provider of information delivery platforms for colleges and universities, today announced the launch of Ubiquity, the latest product in its portfolio.

Ubiquity allows college administrators to take a multi-channel approach when communicating with students, staff and faculty. The system sends messages via email, text, ticker window on desktop, instant message and pop-up desktop alert (for both PC and Mac). In addition, individuals are able to customize the solution to meet their specific needs and determine how they want to receive information such as campus-wide messages, class assignments, calendar events, and student government news.

“Ubiquity ensures that students, faculty and administrators receive the information they want, the way they want, wherever they are, regardless of the device,” stated Doug Kaufman, CEO and founder, clearTXT. “This type of personalization is key for user adoption across campuses. As students use clearTXT, they recognize its value and it becomes an integral part of their daily lives.”

Additional features of Ubiquity include:

- Acts as a **standalone product or integrates with e-learning systems such as Blackboard.**
- Platform is managed through an **intuitive user interface via a web-browser.** There are no mobile software applications to download or install.
- **Allows for robust list segmentation and social networking.** Users can create communication groups and send messages exclusively to people in these communities. Administrators can create distribution lists by gender, class year, dormitory, etc.
- Ability to **send messages immediately or schedule a delivery** day and time.
- Ability to **receive third party information via RSS feeds** (such as alerts from the National Weather Service).
- **Fully hosted solution** that does not require institutions of higher learning to hire additional personnel or execute IT infrastructure changes.

clearTXT currently provides over **70** educational organizations with distributed information delivery systems, including the University of Cincinnati, Seton Hall and the University of Memphis.

Its Product Advisory Board, which is comprised of educational technology leaders, provided pivotal feedback on the development of Ubiquity.

“One of the best ways to reach students now is via their ubiquitous connectivity device, the cell phone, and a rapidly growing medium, text messaging. clearTXT is at the forefront of this technology movement with products and services which help campuses move quickly and effectively into this new space,” said Fred Siff, vice president, CIO, and professor, Information Systems, University of Cincinnati. “Having been a clearTXT client for over two years, the University of Cincinnati appreciates the way in which clearTXT listens to both the customer and other leaders of this complex technology. This new product is the result of that direct communication and adds even more power and flexibility to the product line.”

#### About clearTXT

Founded in 2003, clearTXT is a leading provider of information delivery platforms for colleges and universities. clearTXT was created by an academic solely to provide communication solutions to the academic community. Its Ubiquity product enables a multi-channel approach for campus communications by sending messages via email, text message, ticker desktop window, instant message and pop-up desktop alert (both PC and Mac). For more information, visit [www.cleartxt.com](http://www.cleartxt.com) or call 1-866-472-1901 (toll free).