

NEXTEL

AMBER Alert Service



Created by the CURRICULUM DESIGN CENTER
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What is an AMBER Alert?

AMBER stands for America's Missing Broadcast Emergency Response. An AMBER Alert is an emergency broadcast communication, issued in the most serious child abduction cases, to instantly mobilize the entire community to assist in the search for and safe return of the missing child.

The AMBER Alert was created in 1996 when Dallas-Fort Worth broadcasters teamed with local police to develop an early warning system to find abducted children. The AMBER Alert Program was soon adopted across the nation and is a legacy to Amber Hagerman, a 9-year-old girl, who was kidnapped while riding her bicycle in Arlington, Texas and then brutally murdered.

Statistics show that the first 3 hours after abduction are the most critical to recovering a child alive. It is recognized that wireless technology can help galvanize communities to expedite the search for and safe return of the child.

This wireless AMBER Alert program is a voluntary partnership between the wireless industry, the U.S. Department of Justice, local law-enforcement, and the National Center for Missing & Exploited Children (NCMEC), to distribute an urgent bulletin in the most serious child-abduction cases to customers who opt-in to receive the messages.

According to a February 2005 report by the U.S. Department of Justice, more than 190 children have been recovered since the AMBER Alert Program began in 1996. More than 80 percent of the total number of successful recoveries to date has occurred since October 2002, when AMBER Alert became a coordinated, national effort.

How Do Wireless AMBER Alerts Work?

By design, local law enforcement initiates the AMBER Alert, defines the geographic boundaries, and has legal jurisdiction, through the child's entry into the National Crime Information Center (NCIC), to act upon the information contained in an AMBER Alert.

The National Center for Missing and Exploited Children (NCMEC) has established a nationwide clearinghouse for AMBER Alerts and, when verified, will send the alert to Nextel's vendor. This vendor identifies the Nextel customers who have requested to receive AMBER Alerts in the geographic area designated by local law enforcement and sends the alert as two SMS messages to these customers.

The wireless industry, acting through CTIA-the Wireless Association™, have engaged Syniverse to develop a "production grade" application to distribute these alerts. Although Nextel was the first wireless carrier to trial the sending of AMBER Alerts to wireless customers, all the other major carriers will also offer this service to their customers. Nextel continues to take a leadership role in this area and seeks to be the leading provider of wireless solutions to the Public Sector.

Wireless AMBER Alert Features

Free of Charge

The service is free of charge and is currently being promoted to all Nextel customers.

Easy Registration

- Sales personnel can add the AMBER Alert program to a customer's account through FDT using the AMBERALRT SOC, –or–
- Customers can visit www.nextel.com/amber to sign up. Customers will need to be an account administrator to sign up at this site.

Up To Five Locations

Nextel will provide the ability for customers to designate up to five locations, identified by zip code, for which they want to receive AMBER Alerts. As part of the provisioning process, we will load the first location for the customer based on their Nextel phone number.

Note: When an alert is issued, it is targeted by local law enforcement at several counties or an entire state. If any of the customer's selected locations is within this target area, they will receive the alert. Because AMBER Alerts are targeted at large geographic areas, it is not necessary for customers to enter multiple zip codes in a geographic area. The exception is that if their area contains multiple states, they should include at least one location from each state (e.g., D.C. Metro: D.C., MD, VA).

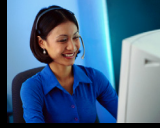
Where can I find additional information?

AMBER Alert Information and Sign-Up
AMBER Alert eFlyer

www.nextel.com/amber
s.n.c/i.n.c

Additional information on reverse side





AMBER Alert Positioning

The AMBER Alert service is targeted towards **all** Nextel and Nextel Partners' customers. This service is free of charge, including all AMBER-related SMS messages sent to the customer's phone.

Note: Since this service is free of charge, it will not be commissioned.

Frequently Asked Questions (FAQ)

Q: Under what conditions will the National Center for Missing and Exploited Children (NCMEC) forward an AMBER Alert to Nextel customers?

A: AMBER Alerts are initiated by local law enforcement. NCMEC will confirm that all Department of Justice's AMBER Alert criteria are met prior to sending alerts to Nextel customers. These criteria include:

- There is reasonable belief by law enforcement that abduction has occurred.
- The abduction is of a child age 17 years or younger.
- The law-enforcement agency believes that the child is in imminent danger of serious bodily injury or death.
- There is enough descriptive information about the victim and the abduction for law enforcement to issue an AMBER Alert to assist in the recovery of the child.
- The child's name and other critical data elements, including the Child Abduction flag, have been entered into the National Crime Information Center (NCIC).

Q: If I change my mind, how can I unsubscribe to the wireless AMBER Alert program?

A: You may unsubscribe to the wireless AMBER Alert program at any time by visiting www.nextel.com/amber.

Q: How do I change my location settings?

A: Customers should visit www.nextel.com/amber to modify their location settings. Customers do NOT need to be an account administrator to change their settings.

Q: Does the reach extend to Nextel Partners territories?

A: Yes, Nextel Partners' customers are included.

Q: Does the service extend to Boost customers?

A: Support for Boost customers is being developed but is not available at this time.

Q: Do we support nationwide AMBER Alerts?

A: There is no such thing as a Nationwide AMBER Alert. All AMBER Alerts are initiated by local law enforcement through a regional or state program. If the AMBER Alert needs to be sent to more areas, it is coordinated by the initial sender with neighboring AMBER programs.

Q: How long will I go before receiving an AMBER Alert?

A: Historically, a specific location can go days, weeks, or months between AMBER Alerts. If you do not receive a message for a long period of time, it likely is because no alert had been issued.

Q: How long after I subscribe will I be capable of receiving AMBER Alerts?

A: Nextel provisions your subscription to an external server and that process takes 24-48 hours. Customers will receive a notification SMS on their handset when their subscription is active. This notification SMS, like all AMBER related messages, is free of charge.

Q: How will customers know where to call if they receive a wireless AMBER Alert and see the child?

A: The AMBER Alert itself will include a phone number to call if the customer has information. In some states that number will be 911 and others it will be local number. Do not call Nextel with information! Call the number in the alert.