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Contact: John Badal, CEO
(505) 821-5080
jbadal@sacred-wind.com

SACRED WIND AND UNITED WAY ROLL OUT 211 SERVICE TO CUSTOMERS

*Sacred Wind to Provide Customers with 211 Calling to Reach United Way Centers
for Non-emergency Assistance & Counsel*

Albuquerque, NM - February 05, 2013 – Sacred Wind Communications will roll out a new feature for its customers in New Mexico enabling them to reach, toll free, a United Way call center for non-emergency assistance or referral information. United Way of Central New Mexico and San Juan United Way have developed the 211 information and referral service which will be provided over the phone line and website by Sacred Wind Communications for customers in San Juan, McKinley, Cibola, Sandoval and Bernalillo counties.

This will be the first 211 service made available to the Navajo Nation, where the majority of Sacred Wind's customers reside.

211 is an on-line and telephone information and referral service connecting families to an array of social service providers. Referral services for emergency food, clothing, temporary housing, childcare, domestic violence, mental health resources and resources for youth can be provided through 211. When customers need such assistance, they simply dial 2-1-1, toll free. Customers do not pay for the call, the assistance or the referral service provided by the United Way centers.

"The Navajo Nation Telecommunications Regulatory Office commends Sacred Wind Communications for instituting this feature for its customers," said Brian Tagaban, executive director of the Navajo Nation Telecommunications Regulatory Commission. "This is one more service for customers that will improve communication and aid, and thus help make life on the Navajo Nation a little bit easier. The Navajo Nation will continue to work with Sacred Wind and coordinate with the relevant Navajo Nation departments to provide the 211 assistance," Tagaban said.

211 is answered by people trained to assess callers' needs quickly and refer them to the most appropriate assistance. Operators use a comprehensive computerized database of more than 600 services from over 400 public and non-profit health and human service organizations in San Juan, McKinley, Bernalillo, and Sandoval Counties. The most frequent requests are for rent and mortgage assistance, help with utilities, food, and transitional housing for families.

"The purpose of providing 2-1-1 service is to provide timely and compassionate help when people are most vulnerable," said Linda Mickey, executive director of San Juan United Way. "Our partnership with Sacred Wind will promote early access to help and decrease more costly calls to 9-1-1. It is our goal to get individuals the right help the first time," said Mickey.

The 211 calls of Sacred Wind's customers living in Tohajiilee, McKinley or Cibola Counties would reach United Way's central customer assistance center in Albuquerque. The 211 calls of Sacred Wind's



customers living in San Juan County would reach United Way's Four Corners customer assistance center in Farmington.

Sacred Wind's state of the art network enables it to provide its customers a greater range of services, specifically made for the communities it serves. The company was the first rural telecommunications carrier in the nation to provide Google Apps as an integral part of its Internet service; was one of the first rural local telecommunications carriers to develop an all-Internet Protocol network; and was the first in the nation to send tailor made voice messages directly to customers' homes, alerting them to a change in a federal program to which they subscribed.

"We strive to be more than a utility for our customers," said John Badal, Sacred Wind's CEO, "we want to improve their quality of life and ensure that our rural customers have all the opportunities and services as are available in metropolitan areas."

About Sacred Wind Communications

Sacred Wind Communications is a privately owned New Mexico-based company, dedicated to improving telecommunications services to rural areas within New Mexico. Focused primarily on introducing basic telephone and advanced Internet services to the thousands of underserved homes on Navajo lands, Sacred Wind also offers advanced services to remote non-Navajo communities, governmental entities and business in its territory. Sacred Wind was voted "The Most Inspiring Small Business in America" in 2009 in a national American Express/NBC Universal Shine a Light contest. For more information, please visit www.sacredwindcommunications.com.

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