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ShotSpotter Announces New Brand Identity & Launch of First Subscription-Based Gunfire Alert & Analysis Solution, Reinforcing Its Commitment to Public Safety Agencies & Safer Communities

ShotSpotter Introduces New Company Name and Visual Identity and a Managed Services Solution In Support of its Continued Growth as World Leader in Gunfire Detection, Alert and Analysis Solutions

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- ShotSpotter, Inc., the world leader in gunfire alert and analysis technology solutions, today announced a rebranding initiative to better reflect the company's expanded growth strategy. The company will now be known by the new corporate name "SST, Inc."

The brand ShotSpotter now refers to SST's product family of Gunfire Alert and Analysis Solutions, which provide comprehensive and always-on acoustic surveillance and gunfire detection, for accurate, real-time, actionable intelligence on gunfire incidents in a variety of challenging urban environments. The product family includes the following SST ShotSpotter solutions:

ShotSpotter Flex™ - The newest solution offering from SST, ShotSpotter Flex is an affordable, subscription-based gunfire alert and analysis service that is scalable and provides world-class gunshot detection. It is organically less costly, more easily deployed, and does not require the extensive up-front costs, IT resources, and expenses of traditionally purchased technology systems. ShotSpotter Flex also features the ShotSpotter® Qualified Alerts Service for instant review and qualification of gunshot incidents by highly trained SST gunfire and acoustic experts. All gunfire incident data detected by ShotSpotter Flex and qualified by SST experts is quickly delivered to 9-1-1 dispatch centers, public safety answering points (PSAPs) and mobile patrol officers who have immediate actionable information to more safely approach and respond to dangerous situations.

ShotSpotter OnSite™ - The flagship and world-leading ShotSpotter gunfire detection solution, delivered to non-U.S. countries and agencies that require the centralized control of an on-premise solution.

ShotSpotter SpecialOps™ - Portable, full-featured gunfire detection systems for short-term and temporary safety and security operations, designed for ease of setup, takedown and storage.

ShotSpotter Security & Critical Infrastructure Protection™ - Instant detection, location, and assessment of firearm or explosive-based attacks giving personnel rapid and immediate

intelligence needed for faster, safer and smarter response.

With the corporate rebranding, SST is introducing a new company logo and visual identity. The new company logo is inspired by the company's capability to precisely pinpoint the origin of gunfire which serves as the driving force for actionable intelligence delivered to law enforcement and police, for faster and safer responses to gunfire incidents, enabling more informed investigations, and strengthening the prosecution of those charged with gun-related criminal activities. The logo is complimented by contemporary design elements inspired by the expedience in which data is provided by SST to facilitate immediate action by public safety agencies.

"Beginning with our very first deployment over ten years ago, we've advanced gunshot detection to the forefront as a critical tool in the fight against gun violence and have seen the company grow to become the unquestioned worldwide leader in gunfire detection and analysis technology," said Ralph A. Clark, SST President & CEO. "Rebranding our company, offering our solution in a subscription-based service, and providing the critical intelligence and expertise in qualifying gunfire incidents affirm our commitment to helping reduce gun violence. My vision, which is shared by our management team, employees, investors, and strategic partners, is that SST will continue to expand as a company and our solutions will become even more broadly adopted as agencies worldwide strengthen their fight against the gun crime and violence that threatens and terrorizes communities and cities."

"Rebranding our company and establishing a new visual identity and solutions architecture, marks a significant turning point in the evolution of the company and in our commitment to helping public safety agencies combat gun violence," said Lydia Barrett, SST Vice President of Marketing & Communications. "Our efforts are focused on supporting law enforcement agencies to keep their communities and cities safe from crime and violence. These new corporate changes reflect our commitment to those efforts and our leadership in serving public safety agencies worldwide.

Associated with the rebranding, SST also launched its newly designed corporate website www.sst-inc.com. Available on the new website are various materials highlighting the full capabilities of SST and ShotSpotter, including a recently published Community Policing White Paper, and an independently conducted Efficacy Study which reviews the capability and effectiveness of gunshot location technology and the broad benefits it provides for public safety, police, and law enforcement.

SST will introduce its new brand and gunfire alert and analysis solutions at the International Association of Chiefs of Police (IACP) Conference, October 22-26, 2011, in Chicago, Illinois, at McCormick Place West. IACP is the world's largest and oldest organization of police executives, representing more than 100 countries and international, federal, state and local agencies.

About SST, Inc.

SST, Inc. is the world leader in gunshot detection, and its ShotSpotter solutions are the leading gunfire alert and analysis solutions. Its public safety technology solutions are focused on improving public and community safety by locating gunfire and other explosive events, and ultimately, helping reduce and prevent gun violence and improving intelligence-led policing and community policing initiatives. SST solutions protect cities and countries

around the world, with more than 80 installations in four countries and in 60 US cities. Privately held, the company possesses a multitude of patents that are the result of nearly two decades of innovation in the area of acoustic gunshot location technology. Information about SST and ShotSpotter can be found at www.sst-inc.com or www.shotspotter.com. You can also follow SST and ShotSpotter solutions on Twitter, Facebook, LinkedIn and YouTube.

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