



U. S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL WEATHER SERVICE
13255 East-West Highway
Silver Spring, Maryland 20910-0283

APR 03 2012

Mr. Efraim Petel
Alerting Solutions, Inc.
837 Arnold Drive
Suite 600
Martinez, California 94553

Dear Mr. Petel:

The National Weather Service (NWS) is pleased to inform you that your application for use of the NOAA Weather Radio (NWR) logo on weather radio receivers manufactured by your company has been approved.

The Alerting Solutions model SARMEX and model BEACON NWR receivers were evaluated by personnel of the NOAA Weather Radio Program Office, and performed very well. Our evaluation consisted of an operational check of the NWR features of the receiver and an evaluation to determine its user friendliness to the public. The receiver was also successfully evaluated against the standards specified in the Consumer Electronics Association (CEA) Performance Specification for Public Alert Receivers, CEA-2009-B.

Based on the successful evaluation of your products, Alerting Solutions is authorized to display the NWR logo on the products specified in this letter. The authorization to use the logo on the products also extends to the packaging and promotional material for the products herein. Information pertaining to the use of the NWR logo is contained as an enclosure to this letter, and may be found on our website, <http://www/nws.noaa.gov/nwr>.

The NWR logo will be authorized for use on the products specified in this letter for as long as it is in production or until the evaluations parameters change, in which case you will be notified. Any modifications and/or updates to the products will require an additional evaluation and approval by our office before continued use of the logo is authorized. Please advise us when you remove the products from production so we can modify our database.

Send an e-mail to ron.dewaters@noaa.gov of this office so that he may forward camera-ready artwork of the NWR logo for use with these products. Please refrain from downloading NWR logo images from the internet as they may not represent the current logo which is a registered trademark of the NWS.

