

October 16, 2026

Via Email Only to dustin.spires@madisonal.gov

Madison Fire & Rescue (the “**Agency**”)
Attn: Dustin Spires, Deputy Chief
101 Mill Road
Madison, AL 35758

Re: Product Ownership, Composition, and Distribution Information - First Due Quote No. 1545132000100835913 (the “**Quote**”)

Dear Deputy Chief Spires,

This letter is provided at the request of the Agency to supply factual information concerning the ownership, composition, and distribution of the First Due platform, for the Agency's use in connection with its own procurement determination. Locality Media, LLC d/b/a First Due (“**First Due**”) does not purport to make, and this letter should not be read as making, any determination under the Agency's procurement code or under applicable state law. The determination whether a noncompetitive award is authorized rests solely with the Agency and its procurement authority. This letter contains factual information only and does not constitute legal advice to the Agency.

First Due understands that the Agency has identified its functional requirements for this procurement independently of this letter. First Due does not restate those requirements here and does not purport to characterize or define them. The modules identified in Schedule A were quoted in response to the requirements the Agency communicated to First Due. The information in this letter is provided so that the Agency may evaluate, against its own requirement documents, whether those requirements can be satisfied by more than one source.

As background, Locality Media, LLC, a Delaware limited liability company doing business as First Due, is the developer and owner of the First Due platform. First Due owns or holds all rights necessary to license the platform modules identified in Schedule A to this letter, each of which has been quoted to the Agency under the Quote. The source code for those modules is proprietary to First Due and is not licensed, escrowed, or otherwise made available to any third party for the purpose of offering competing or equivalent products. No third party develops, manufactures, or is licensed to sublicense the modules identified in Schedule A.

The modules identified in Schedule A are delivered as a single integrated platform on a common data model, administered through one administrative interface and one user account structure. First Due does not represent that no other vendor offers products in these functional categories; a number of vendors do. First Due's position is that the specific combination of modules identified in Schedule A is available from First Due only, because each is a proprietary First Due product and no third party is licensed to offer them.



Certain platform functions incorporate or interoperate with technology licensed from third parties, including geospatial mapping services, electronic payment processing services, health information exchange connectivity, and third-party training content where the Agency has licensed content-inclusive training modules. Those components are licensed to First Due and are delivered to the Agency by First Due as part of the integrated platform. They are not separately available to the Agency from First Due as standalone products, and their inclusion does not create any direct contractual relationship between the Agency and the third-party licensor except where a separate agreement is expressly required and is disclosed in the applicable quote or order form. A current schedule of material third-party components is available to the Agency on request.

First Due sells the platform directly and, in addition, through authorized aggregators, resellers, and contract vehicles. The Agency may acquire the platform directly from First Due or through any of these authorized channels. Pricing and terms may differ by channel, and First Due will provide channel information on request. Integration, implementation, configuration, and training services are included with the quoted subscription.

The statements in this letter regarding the availability of the modules identified in Schedule A are made to the best of First Due's knowledge as of the date of this letter, based on First Due's review of publicly available competitor product information. First Due has not conducted, and does not purport to conduct, the market research required to support the Agency's own procurement determination. Should First Due become aware that any statement in this letter has ceased to be accurate, it will promptly notify the Agency.

The undersigned is authorized to make the statements set forth in this letter on behalf of Locality Media, LLC. The Agency may contact the undersigned to verify any statement in this letter.

Sincerely,
Locality Media, LLC d/b/a First Due


Josh Stanley, CFO



SCHEDULE A: FIRST DUE PLATFORM MODULES
MODULES QUOTED TO THE AGENCY ARE INDICATED BY A CHECKED BOX

Check if Applicable	Module Name
GROUP 1: PREVENTION, COMMUNITY RISK REDUCTION, AND REVENUE	
☒	Occupancy Management and Pre-Incident Planning
☒	Inspections
☐	Permitting
☐	ITM Reporting
☐	Community Connect
☐	Investigations
☐	Invoicing
☐	Payments
GROUP 2: HYDRANTS - Select one only. Advanced Hydrant Management includes all Hydrant Management functionality.	
☒	Advanced Hydrant Management
☐	Hydrant Management
GROUP 3: INCIDENT REPORTING - Select one only.	
☒	Fire Incident Reporting
☐	Fire and EMS Incident Reporting with EMS+
☒	ePCR Incident Reporting
GROUP 4: INCIDENT REPORTING ADD-ONS - Available only with a module selected in Group 3.	
☐	AI Enhanced Documentation: Fire Reporting
☐	AI Enhanced Documentation: ePCR
☐	Fire Data Bundle Advanced Analytics
☐	EMS Data Bundle Advanced Analytics
GROUP 5: RESPONSE	
☒	Responder
☐	Command
GROUP 6: PERSONNEL, SCHEDULING, AND TRAINING	
☒	Personnel Management
☐	Training — select one only:
☐	Advanced Training (LMS)
☐	Advanced Training (LMS) with Content
☐	Training Records
☐	Daily Roster
☒	Scheduling
☐	Time Clock
☐	Messenger
☒	Events and Activities
☐	Health and Wellness
GROUP 7: LOGISTICS	
☒	Assets and Inventory
☐	Medications Tracking



GROUP 8: ENTERPRISE AND MULTI-AGENCY	
☐	Multi-agency Reporting
☐	Account Switcher

SCHEDULE B: INTEGRATIONS
INTEGRATIONS QUOTED TO THE AGENCY ARE INDICATED BY A CHECKED BOX

Check if Applicable	Integration
☒	CAD Integration
☐	SSO Integration
☐	Brycer Integration
☐	Data Transfer to SFTP