



GovDelivery® Digital Subscription Management for Emergency Preparedness and Response

GovDelivery is the world leader in public email communication. GovDelivery Digital Subscription Management is used for public communication by the FBI, CDC, Department of Homeland Security, as well as major cities, counties, and transit authorities nationwide. These public entities trust GovDelivery for their most critical communications with the public.

Email is a Critical Communication Channel: GovDelivery has the Expertise You Need

In an emergency, you must reach your stakeholders by any and all means necessary. As the number one use of the Internet, email is a channel that will play a critical role in your communication strategy. While phone and text messaging are important channels during an emergency, email is unrivaled as a means through which you can deliver detailed instructions to a broad audience during both the preparedness and response phase.

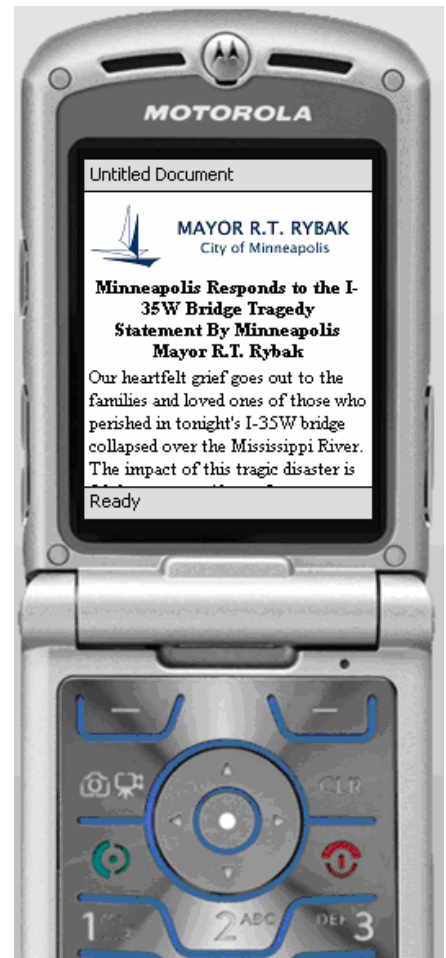
Unique Advantages of GovDelivery for Public Email Communication

- ✓ Better targeting
 - Offer highly-customized subscription choices to your stakeholders (Opt-in)
 - Target groups of stakeholders based on their information needs or personal characteristics
- ✓ Unique automation tools
 - Connect email sending to your website updates to streamline the communication process (or manually send emails at anytime)
 - React quickly to events by offering updates categorized to meet the urgent needs of different stakeholder groups
 - Leverage the system year-round for non-emergency communication to improve overall communication with your stakeholders
- ✓ World class delivery
 - Send system-wide messages in minutes when emergencies occur
 - Access on-demand reports on number of subscribers, emails sent, delivery rates, and more
 - Use for RSS and wireless communication, or integrate easily with other systems

Easy implementation; Complete automation; Simple administration

With no hardware or software to install, GovDelivery setup can take less than 10 days. Automated webpage monitoring, multiple communication channels, and simple administration tools will allow your organization to scale the system quickly across all offices and communicate updates with stakeholders in the preferred format.

- ✓ Integrates seamlessly with your current website for a unique level of automation
- ✓ Automatically monitors your webpages and sends updates when changes occur
- ✓ Allows you to manually target subscribers at anytime
- ✓ Offers subscribers the option to receive updates via email, wireless alerts, and RSS



Experts in Email Deliverability

GovDelivery stays at the forefront of deliverability issues to ensure emails land in inboxes and not in junk folders. In fact, over 98% of emails sent through GovDelivery make it to recipients' inboxes, compared to an industry average of 88.5%.* GovDelivery will make sure that your emails reach the inbox of recipients, and GovDelivery takes the added step of "Certifying" emails to five of the top seven consumer ISPs so that emails you send through GovDelivery will be labeled as "Certified" in the inbox of your recipients.

GovDelivery® Emergency Communication Case Studies

 <p>CDC CENTERS FOR DISEASE CONTROL AND PREVENTION</p> <p>www.cdc.gov</p>	<p>Objective: Reach the public and health professionals with up to date health information on both urgent and emergency topics</p> <p>Examples: Pandemic flu planning, tuberculosis scare</p>
 <p>FBI</p> <p>www.fbi.gov</p>	<p>Objective: Reach the public and law enforcement with up-to-date information on specific crime sprees, most wanted suspects, and crime risks</p> <p>Examples: Regional crime alerts, Cyber Crime, National Most-Wanted Alerts</p>
 <p>USA.gov Government Made Easy</p> <p>www.usa.gov</p>	<p>Objective: Reach broad audience of citizens on top national issues</p> <p>Examples: Lost laptop with Veterans information, Hurricane Katrina</p>
 <p>Minnesota Department of Health Protecting, maintaining and improving the health of all Minnesotans</p> <p>www.health.state.mn.us</p>	<p>Objective: Reach health professionals and public with up-to-date health information on all topics</p> <p>Examples: West Nile Virus, Pandemic Flu Preparation, E. coli outbreaks</p>
 <p>TRIMET See where it takes you.</p> <p>www.trimet.org</p>	<p>Objective: Help commuters plan for and react to emergency circumstances</p> <p>Examples: Snow storms, re-routings, breakdowns</p>
 <p>FEMA</p> <p>www.fema.gov</p>	<p>Objective: Reach broad national and targeted regional audience with preparedness and response information on hurricanes and other emergencies where FEMA plays a role in response</p> <p>Examples: Launching GovDelivery in 2007</p>
 <p>OREGON</p> <p>www.oregon.gov/DHS/</p>	<p>Objective: Reach health professionals and public with up-to-date health information on all topics</p> <p>Examples: Beach alerts, Pandemic Flu Preparation</p>

GovDelivery, Inc. is the world's leading provider of government-to-citizen email, wireless, and RSS communication solutions designed specifically for the public sector and is used by organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, U.K. Parliament, Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.

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*Source: GovDelivery deliverability reporting; ClickZ Network.

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