



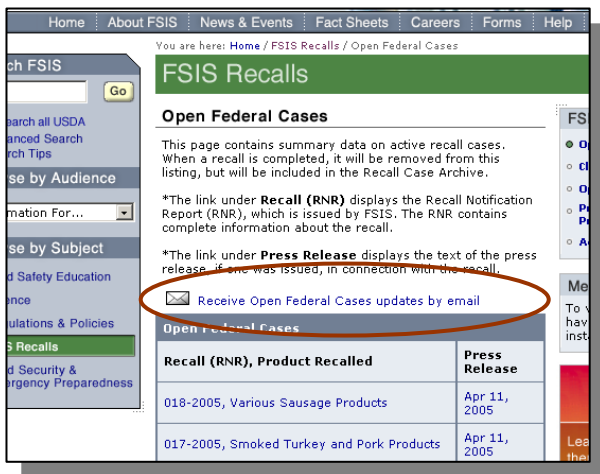
The United States Department of Agriculture Food Safety and Inspection Service (FSIS) is using email alerts to distribute critical food safety information in accordance with its mission to protect public health. GovDelivery® Email and Digital Subscription Management met FSIS’ need to communicate time-sensitive information to citizens and other stakeholders quickly, efficiently, and in a cost-effective manner.

**FSIS’ NEEDS**

1. Provide critical food safety information to customers proactively.
2. Deliver time-sensitive information quickly with minimal administrative oversight.
3. Increase number of subscription options to provide website visitors with more choices and easy access to specific, relevant information.

**SOLUTION**

FSIS selected GovDelivery Email and Digital Subscription Management, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.



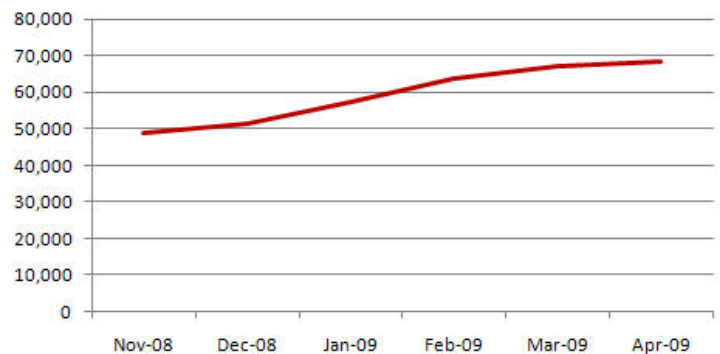
Web visitors click on links located throughout the site to register to receive specific email alerts.

**“This service enables customers to choose the topics important to them and stay updated whether or not they visit this Web site regularly.”**

Dr. Elsa Murano  
 USDA, Under Secretary for Food Safety

**RESULTS**

**FSIS Subscriber Growth**



Since launching GovDelivery in August 2004 FSIS has:

- Deployed GovDelivery in less than 30 days.
- Sent more than **29 million emails** to **68,000+ subscribers**.
- Incorporated nearly **45 specific subscription items** including:
  - Open Federal Cases
  - Food Safety Educator
  - USDA Food Safety Mobile Event Schedule
  - FSIS Recalls
  - News Releases

*Updated April 2009*

GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and wireless communication solution 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, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Texas Department of Health and Human Services, and many more.



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