

NEWS RELEASE



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GovDelivery Launches New Web 2.0 Module for Government

Governments will see improved collaboration, discussion, and communication

St. Paul, MN — Oct. 1, 2008 – GovDelivery, the world’s leading provider of government-to-citizen communication solutions, today launched new capabilities to help government organizations take advantage of Web 2.0.

“We’ve seen a steady rise in subscriptions since AHRQ launched the GovDelivery service, with a substantial jump in daily subscribers through the new collaborative functions,” said Gerri Michael-Dyer, Electronic Dissemination Advisor, Agency for Healthcare Research and Quality. “Becoming networking partners with other agencies has nearly tripled our subscription rates, provided more visibility for our products and added channels to get information out to the public.”

Features of the GovDelivery Web 2.0 Module include a growing Collaboration Network, “Discuss This Email” Blog management and Subscription Tag Clouds.

- Government entities can use the GovDelivery Web 2.0 Collaboration Network to cross-promote content from related government agencies to the public through a mashup page presented during the subscription sign-up process. Over 50 government agencies have deployed the Collaboration Network capability during a beta launch program that began in early 2008. The majority of government agencies participating in the network have seen an increase of 300 percent or more in the number of new citizens registering for content updates daily.
- GovDelivery’s Subscription Tag Cloud feature provides website visitors with access to a dynamic cloud that offers instant visibility to government subscription options based on content tags which are made larger based on the popularity of each type of content.
- GovDelivery’s “Discuss This Email” Blog feature provides government entities an easy way to set up a blog that includes industry standard blogging capabilities in addition to complete integration with the email and digital alerts sent through GovDelivery. Clients using this capability provide a forum for conversation on topics ranging from changes in local park hours to national health initiatives. The feature makes blogging easier to manage and provides an immediate

audience for the blog through “Discuss This Email” links in the footer of every email sent to subscribers.

“More and more government entities want to embrace Web 2.0 tools and enhance their citizen communications,” said Scott Burns, CEO of GovDelivery. “GovDelivery provides a proven, hosted platform supporting more than 250 government clients that makes it easier for our clients to take advantage of Web 2.0.”

Government entities are leveraging these new technologies to reach more citizens, increase website traffic and improve citizen satisfaction. The Web 2.0 Collaboration Network allows government entities to work together in an unprecedented, seamless fashion, to ensure that citizens can subscribe to topics of interest across multiple entities through a single sign-up process. Citizens can take advantage of ‘one stop shopping’ for government information, allowing them to choose exactly the information that’s relevant to them, without having to visit multiple government sites.

The GovDelivery Web 2.0 Collaboration Network has already helped add tens of thousands of new subscribers to content for participating agencies, helping government reach a broader audience than previously possible.

About GovDelivery

GovDelivery is the world’s leading provider of government-to-citizen communication solutions. GovDelivery’s digital subscription management solution is a software-as-a-service (SaaS) platform that provides organizations with a fully-automated, on-demand public communication system. Organizations using GovDelivery provide citizens with better service and access to relevant information by proactively delivering new information through email, wireless alerts and RSS. Clients include the British Parliament, the U.S. Departments of State, Commerce, Labor, Transportation, Treasury, Homeland Security, and Health and Human Services, the California Department of Insurance, the cities of Washington, D.C. and Minneapolis, Orange County, California and hundreds of other organizations across the public sector. For more information, visit www.govdelivery.com.

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