

GovDelivery Announces Key Milestone in Direct Citizen Communications Company Also Signs Three New Federal Clients

GovDelivery, the world's leading email and digital subscription services provider for the public sector, today announced that government organizations sent 120 million emails to the public using the GovDelivery platform in the first quarter of 2008. Millions of Americans have now signed up to receive personalized information via email, text message or RSS feed on topics ranging from local emergencies and community events to national health alerts and critical financial data.

St. Paul, MN ([PRWeb](#)) May 8, 2008 -- GovDelivery, the world's leading email and digital subscription services provider for the public sector, today announced that government organizations sent 120 million emails to the public using the GovDelivery platform in the first quarter of 2008. Millions of Americans have now signed up to receive personalized information via email, text message or RSS feed on topics ranging from local emergencies and community events to national health alerts and critical financial data.

GovDelivery offers proprietary personalization, automation and delivery technology that enable its government clients to deploy world class electronic communication with minimal effort and realize an immediate return on investment. All subscriptions are chosen by the recipient, so the emails are personalized based on a person's interest.

"It is increasingly more important for government organizations to get new information out across the crowded Internet," said Ron Oberbillig, chief operating officer for the Federal Consulting Group at the U.S. Department of Treasury. "As the number one use of the Internet, email is a critical channel that government agencies are able to use far more effectively after deploying GovDelivery."

Government entities' use of the GovDelivery platform grew 600 percent from 2005 through 2007 due to a number of factors. The continued dominance of email as an electronic communication medium and the overall increase in government website usage both played a major role.

GovDelivery's deep domain expertise in government-to-citizen communication has also played a critical role in increasing the usage and effectiveness of email as a public communication vehicle. GovDelivery has adapted the best practices from e-commerce to the public sector arena. Visitors to government websites now see "subscribe" links and envelopes near content areas of interest much like "add to cart" buttons on e-commerce websites.

In addition, after signing up for initial subscription topics of interest, GovDelivery recommends other subscription topics to the end user from across the organization. This final, cross-promotion step has led to as much as a 1,600 percent increase in the number of topics that website visitors subscribe to through government organizations that use GovDelivery instead of outdated email list software.

"GovDelivery's mission is to provide the best possible way for government organizations to communicate with the public," said Scott Burns, CEO of GovDelivery. "The dramatic growth in usage of our platform is validation that we are achieving our mission and helping our clients serve the public more effectively."

GovDelivery signs three new federal agencies

GovDelivery was recently awarded contracts with three new federal customers - the Justice Department, Drug

Enforcement Administration and U.S. Marshall Service, the company announced. GovDelivery will provide outsourced email and digital subscription services for each of these agencies with subscriber updates and information on topics relating to federal law enforcement.

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.

###

Contact Information**Jennie Olson**

GovDelivery

<http://www.govdelivery.com>

240-485-1093

Sarah Clark-Lynn

Strategic Communications Group

<http://www.gotostrategic.com>

240-485-1093

Online Web 2.0 VersionYou can read the online version of this press release [here](#).**PRWebPodcast Available**[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)