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For Immediate Release

GovLoop and GovDelivery Join Forces to Position the Community for Continued Growth

GovLoop will become an operating division within GovDelivery with continued focus on connecting the government community

Washington, DC and St. Paul, MN — EMBARGOED UNTIL 8 A.M. Sept. 28, 2009 – GovLoop, the premier social network for the government community, has joined forces with GovDelivery, the world’s leading provider of government-to-citizen communications solutions.

Steve Ressler, GovLoop founder and president, will continue in his role leading the fast-growing GovLoop community. As part of this agreement, GovLoop has become an operating division within GovDelivery.

“GovLoop has been my passion since I launched it in May 2008,” Ressler said. “What began as a simple idea to improve government through collaboration has already grown on a scale well beyond my expectations and is on a trajectory to become much larger. GovDelivery is an awesome partner to help take GovLoop forward so we can engage more of the government community in more ways to improve government. Already, there are 10 new examples every day of how GovLoop connects people to solve government problems. With GovDelivery, I believe GovLoop can scale so that the community is solving 1,000 government problems daily through collaboration.”

By the end of this year, GovLoop will launch additional initiatives to support the community with a goal of encouraging more in-person meetings, making it easier to tap into GovLoop to solve critical problems, and will launch a charitable fund to encourage and accelerate the philanthropic activities already going on in GovLoop.

Over time, GovLoop members will benefit from the addition of full time resources to help support and build the community and improve the user experience. GovLoop and GovDelivery will work together to provide connectivity between the two platforms where GovDelivery is being used by government organizations to reach others in government that may also want to connect on GovLoop.

With more than 18,000 members, GovLoop has rapidly become the most powerful space for those working in and around government. GovLoop is the go-to online community

where government professionals can collaborate, socialize and support each other in an effort to make government better.

“GovLoop has been called the Facebook for government, but people don’t use it just because it is a targeted social space. It is helping people across government collaborate and solve real problems every day,” said Scott Burns, CEO and co-founder of GovDelivery. “Steve Ressler is an amazing leader and has helped the GovLoop community grow. We are thrilled to have him lead GovLoop forward and believe that GovDelivery’s resources and expertise in building audiences for government information will only accelerate GovLoop’s growth.”

GovDelivery’s digital communication platform is used by more than 300 government entities including over half of major U.S. federal agencies, local and state government entities across more than 30 states, and several major agencies in the U.K. Government clients use GovDelivery to send more than 140 million emails and wireless alerts each month to individuals who choose topics based on their interests.

GovDelivery’s reach has grown exponentially in the past two years. Currently, between 10,000 and 100,000 new people sign up to receive updates to government information via GovDelivery technology. Topics range from updates on local parks and road closures to major national health issues such as the H1N1 outbreak. Many of the people signing up to receive information through GovDelivery are people who work in government and GovDelivery can work to encourage these people to collaborate with each other on GovLoop.

About GovDelivery

GovDelivery is the world’s leading provider of government-to-citizen communication solutions. GovDelivery’s digital subscription management solution 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, mobile text alerts and RSS. Clients include the U.S. Departments of Defense, State, Labor, Transportation, Treasury, Homeland Security, Health and Human Services, States of California and Indiana, cities of Washington, D.C., and Minneapolis and hundreds of other organizations across the public sector. For more information, visit

www.govdelivery.com.

About GovLoop

GovLoop is the premier social network connecting the government community; a powerful space where those that work in and around government can collaborate, socialize and support each other in an effort to make government better. GovLoop’s mission is to connect government to improve government. It is an active community of over 18,000 members from all levels of government and many countries that share knowledge on topics ranging from social media policy to technology to professional development. Members of the government community can join at www.govloop.com

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