



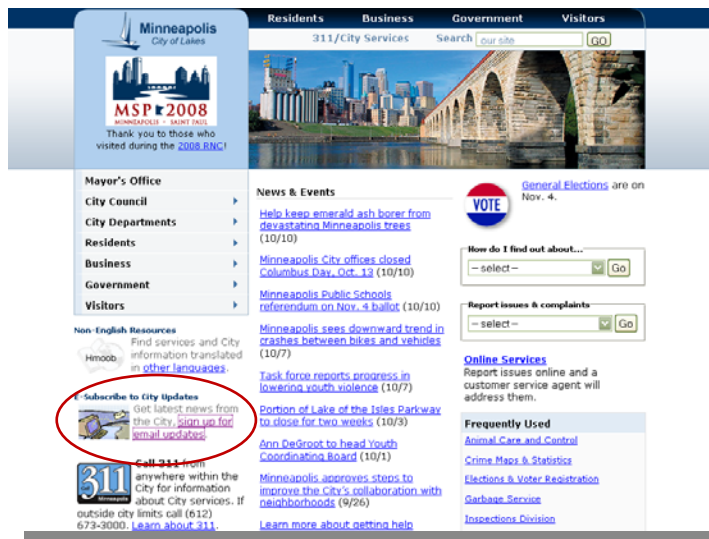
Minneapolis, MN, uses email alerts to distribute information to citizens in order to advance the city's mission of proactive communication. GovDelivery® Email and Digital Subscription Management met the city's need to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

MINNEAPOLIS' NEEDS

1. Deploy a system that is easy to set up and manage with the existing city website.
2. Give citizens the ability to create their own personal profile of desired email updates.
3. Reduce printing, postage, and faxing costs by distributing a wide range of information by email.

SOLUTION

The city of Minneapolis selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.

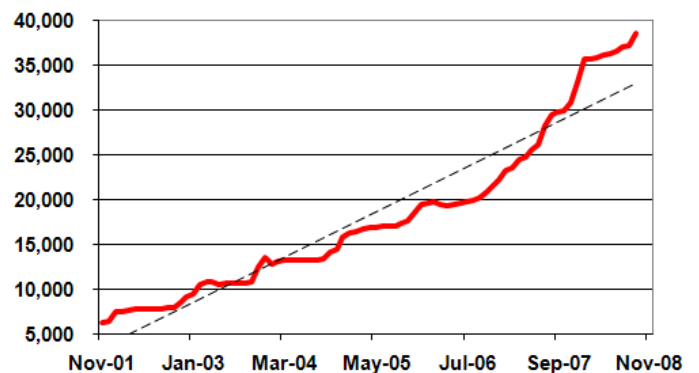


Web visitors click on links located throughout the site to register to receive specific email alerts on more than 80 different topics.

January 2008 - Minneapolis Police launched an enhanced email alert service that will allow precinct police Crime Prevention Specialists to provide targeted and timely information to anyone who signs up for the service. Crime Prevention Specialists routinely send out email crime alerts, meeting notices, crime maps, and other important information to residents and businesses.

RESULTS

Subscriber Growth



Since launching GovDelivery in November 2001 Minneapolis has:

- Sent more than **3.4 million emails to more than 43,000 subscribers.**
- Incorporated more than 80 specific subscription items including:
 - Crime alerts
 - Snow emergency alerts
 - Traffic alerts
 - *Northforce* Newsletter
 - Recycling reminders **and more...**

Last Updated February 2009

GovDelivery, Inc. is the world's leading provider of government-to-citizen email and wireless 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, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit www.govdelivery.com; email info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769