

NEWS RELEASE



Sarah Clark-Lynn
Strategic Communications Group
240-485-1093
scarklynn@gotostrategic.com



Mehgan O'Connor
State of Indiana, IN.gov
317-234-4589
moconnor@iot.IN.gov

FOR IMMEDIATE RELEASE

Indiana Begins Statewide Implementation of e-Subscription Management Service

GovDelivery Now Used by Government Agencies in 27 States

St. Paul, MN — Aug. 21, 2008 – GovDelivery, the world's leading email and digital subscription services provider for the public sector, announced today its partnership with IN.gov, the state of Indiana's official Web portal. This statewide implementation is the first of its kind in the United States.

Indiana citizens, businesses and visitors can now find subscription options on more than 20 agency Web sites, including the Lieutenant Governor's Office, Bureau of Motor Vehicles, Indiana State Police and Department of Workforce Development. Indiana plans to roll out the e-subscription service to 75 executive branch agencies and will work with legislative and judicial branches and separately elected officials.

"This communications tool allows us to quickly and efficiently deliver updates of user-selected information to the public," said Gerry Weaver, Indiana's chief information officer. "Real-time information sharing is critical to keeping the public informed, safe and healthy."

Indiana's use of GovDelivery's software-as-a-service (SaaS) platform will increase traffic to agency sites and provide more current, relevant information to Indiana citizens, businesses and visitors. Since its partnership with GovDelivery began in February 2008, Indiana has sent more than 160,000 messages to more than 37,000 subscribers. Site visitors can choose from nearly 600 subscription options that can be accessed through specific agencies' sites or via subscriptions.IN.gov (<http://www.in.gov/core/subscriptions.htm>), an online portal that allows users to see all available subscriptions in one convenient location.

"The state of Indiana represents GovDelivery's first statewide implementation and we are excited to provide the state with an instant communication platform to reach the public," said Zach Stabenow, executive vice president and co-founder of GovDelivery. "Indiana

agencies need to get their information out to the public, and we are proud to help them do it in a faster, more efficient manner.”

GovDelivery currently works with 27 states across the United States to provide government-to-resident communication through proprietary personalization, automation and delivery technology. Individuals choose topics based on their interests and then receive emails or wireless alerts for each topic. The SaaS platform provided by GovDelivery allows government entities to more easily manage their electronic communications and is up to 50 percent less expensive than in-house options.

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.

###