



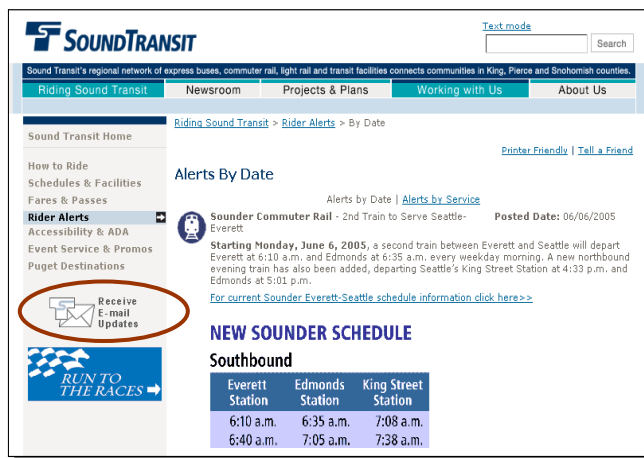
Sound Transit (WA) sought to improve communication with riders about route, fare, and other issues that affect their trips. GovDelivery® E-mail Subscription Management met Sound Transit's need to communicate time-sensitive information to riders quickly and efficiently.

SOUND TRANSIT'S NEEDS

1. Proactively communicate critical information that affects riders' trips on public transportation.
2. Give riders the power to select only information updates pertinent to their transit needs.
3. Provide an e-mail subscription service without adding additional staff or equipment.

SOLUTION

Sound Transit selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates e-mail alerts when changes are detected on designated webpages.

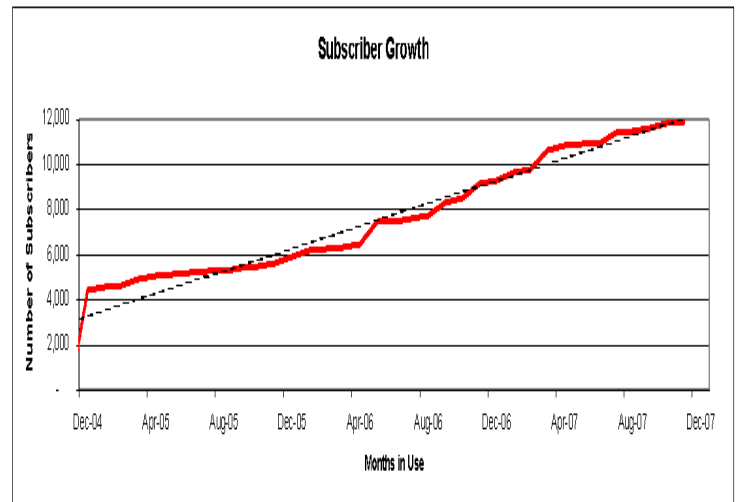


Web visitors click on links located throughout the site to register to receive specific e-mail alerts.

"Perhaps the most important new feature of the site is the e-mail subscription service. Web users will be able to self-select the information they want and request emails about any changes...."

Sound Transit Press Release
 November 23, 2004

RESULTS



Since launching GovDelivery in December 2004 Sound Transit has:

- Signed up more than 12,500 subscribers.
- Sent more than 1.6 million e-mails to riders.
- Implemented updates for more than 20 different routes.
- Incorporated more than 75 specific subscription items including:
 - Rider Alerts
 - Route Changes
 - Commuter Rail Projects
 - CEO Corner

Last Updated June 2008

GovDelivery, Inc. is the world's leading provider of government-to-citizen e-mail 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, TriMet (OR), RTC (NV), 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; e-mail info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769