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FOR IMMEDIATE RELEASE

GovDelivery Acquires GovLoop

*Top government 2.0 organizations combine to support
openness and transformation in government*

St. Paul, MN and Washington, DC — EMBARGOED UNTIL 8 A.M. Sept. 28, 2009 – [GovDelivery](#), the world’s leading provider of government-to-citizen communication solutions, has acquired Washington, D.C.-based [GovLoop](#), the premier social network for the government community. Terms of the transaction were not disclosed.

Through the acquisition, GovLoop has become an operating division within GovDelivery and Steve Ressler, founder and president of GovLoop, will continue in his role leading the fast-growing social community.

This union brings together two leaders in [government 2.0](#) at a time when digital communication, [transparency](#), openness and collaboration in government are a top national priority and growing exponentially.

“GovLoop has been called the Facebook® for government, because it helps people across government collaborate and solve real problems every day,” said Scott Burns, CEO and co-founder of GovDelivery. “Steve Ressler has led GovLoop’s explosive growth and we are excited to have him continue leading GovLoop. With GovDelivery’s resources and expertise, GovLoop’s growth will continue to accelerate and help spur [social media adoption in government](#).”

This acquisition strengthens GovDelivery’s role in assisting government’s use of digital channels and [social media](#) to improve communication to the public and collaboration between government agencies and employees. 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 each day via the GovDelivery platform. 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 will work to encourage these people to collaborate with each other on GovLoop.

With more than 18,000 members, GovLoop has become the most powerful space for people working in and around government to collaborate, socialize and support each other in an effort to make government better.

“GovLoop has been my passion since it launched 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, helping encourage a more open and transparent government.”

GovDelivery’s digital communication platform is used by more than 300 government entities including more than half of 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.

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, RSS and widgets. 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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