

NEWS RELEASE



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FOR IMMEDIATE RELEASE

GovDelivery Sends Out 118 Million Emails in January for Government Clients

Record Number Represents Nearly 300 Percent Volume Growth Since Q1 2008

St. Paul, MN — March 10, 2009 – GovDelivery, the world’s leading email and digital subscription services provider for the public sector, announced that its government clients used the GovDelivery platform to send more than 118 million emails to the public in January. This volume represented a nearly 300 percent increase over the rate from a year earlier. Recipients opt in to receive government information of their choice, and the messages are delivered through GovDelivery’s email and digital subscription service.

The increase in the number of emails sent through GovDelivery was due to several factors, including the U.S. Food and Drug Administrations’ use of GovDelivery to send updates to citizens on the voluntary recall of peanut butter by Peanut Corporation of America.

“Over 250 government agencies send critical public health information and other key topics through GovDelivery. One such example is the Food and Drug Administration’s immediate response and communication of the voluntary recall by the Peanut Corporation of America,” said Ron Oberbillig at the Federal Consulting Group, a branch of the National Business Center, Department of Interior. “GovDelivery makes it easy for government agencies to reach millions of people with vital information through its personalized and automated email subscription service.”

During the entire first quarter of 2008, government clients sent 120 million emails using GovDelivery. In less than one year, governments using GovDelivery have experienced a spike in subscribers and resulting email sends, with traffic volume tripling. GovDelivery now expects that government will send more than 1.5 billion emails through GovDelivery in 2009.

The powerful GovDelivery Web 2.0 Collaboration Network is one key reason for the dramatic increase in the number of citizens signing up for government information. Many government clients use GovDelivery collaboration capabilities to cross promote content from related government organizations through a mashup page presented during the subscription sign-up process. This type of collaboration is consistent with President Barack Obama’s goal of a more seamless federal government. A single signup also increases citizen convenience and the distribution of important government information.

“Our mission is to provide the public sector with the most effective digital communication solution,” said Scott Burns, co-founder and chief executive officer of GovDelivery. “This growth milestone is evidence of the increasing trend toward direct communication with citizens, and it demonstrates that our infrastructure continues to scale to handle the increased volume of messages for clients.”

GovDelivery works with government entities across the United States and the United Kingdom to provide government-to-citizen communication through proprietary personalization, automation, delivery and collaboration technology. Individuals choose topics based on their interests and then receive emails or wireless alerts for each topic.

About GovDelivery

GovDelivery is the world’s leading provider of government-to-citizen communication solutions. GovDelivery’s email and digital subscription service 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 and wireless alerts. GovDelivery’s clients include the British Parliament, the U.S. Departments of State, Commerce, Labor, Transportation, Treasury, Justice, Homeland Security, Health and Human Services and more than 100 state and local governments across 28 states. For more information, visit www.govdelivery.com.

About Federal Consulting Group

The Federal Consulting Group is part of the Department of the Interior’s Franchise Fund. FCG makes GovDelivery’s digital subscription management services available to federal departments and agencies to support improving customer satisfaction with Federal websites. Research has shown that federal websites which proactively communicate with customers can improve customer satisfaction and increase usage of websites. For more information, visit <http://fcg.nbc.gov>.

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