

NEWS RELEASE

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The Minnesota Department of Education Implements GovDelivery® E-mail Subscription Management to Improve Communication with Citizens

St. Paul, MN (June 7, 2005) — Parents, teachers and school administrators now can register online to receive the most current news and information from the Minnesota Department of Education (MDE). GovDocs Inc., the world's leading provider of government-to-citizen e-mail and wireless communication solutions, and the Minnesota Department of Education have partnered to improve communication and foster deeper relationships between key education stakeholders and the MDE.

The GovDelivery® E-mail Subscription Management (ESM) system allows visitors to the MDE website (<http://education.state.mn.us>) to sign up to receive personal e-mail alerts on the content that interests them. The MDE website offers more than 350 topics to choose from, including educator licensing and teacher quality, testing calendars, academic standards, No Child Left Behind program updates, assessments and testing, press releases and newsletters. Whenever website content is updated, targeted e-mail messages are sent automatically to alert subscribers that new information has been posted on the site.

GovDelivery ESM is helping the MDE leverage the time, resources and energy it has invested in its website by providing users with the option to receive e-mail alerts expressly tailored to their interests. The benefits of this state-of-the-art technology include better, more frequent communication with their target audiences; the ability to communicate their services in a more effective manner; and an increase in repeat traffic to their website.

The Minnesota Department of Education launched GovDelivery ESM in March 2005. Since that time, the department has sent out more than 19,000 e-mail alerts to more than 3,400 subscribers – and those numbers continue to grow. The e-mail alerts direct the subscriber back to the MDE website, which not only increases traffic to the site, but helps keep parents, educators and school administrators informed about relevant educational issues. The feedback about this new service has been extremely positive.

“Since e-mail is the number one use of the Internet, it is exciting when our solutions can help organizations, like the Minnesota Department of Education, achieve its communication goals,” said Scott Burns, GovDocs CEO. “GovDelivery can be deployed in a matter of days and delivers immediate, tangible results to our clients.”

About GovDocs Inc.

GovDocs Inc., headquartered in St. Paul, MN, is the world's leading provider of government-to-citizen e-mail and wireless communication solutions designed specifically for the public sector. Its flagship product, GovDelivery® E-mail Subscription Management (ESM), is an automated, turnkey system that uses proprietary Page Watch technology to detect content updates on web pages and proactively send personalized e-mail alerts to interested citizens. Government agencies using the system improve customer service immediately, increase website usage up to 50 percent, and decrease costs for a positive return on investment. GovDelivery ESM is used by government agencies 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), the cities of St. Paul and Minneapolis (MN), and many more. For more information, please visit www.govdocs.com.

About the Minnesota Department of Education (MDE)

The Minnesota Department of Education strives to be an innovative education agency serving a wide range of customers: approximately 850,000 K-12 students and their families; 118,000 young children participating in a variety of early learning programs including Head Start and ECFE; 82,000 adult learners participating in adult education programs including GED and citizenship programs; Minnesota's 339 school districts and over 52,000 licensed teachers.

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