

PRESS RELEASE

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ElectionMall Technologies, Inc. Revolutionizes Online Campaigning in 2004
Cycle

WASHINGTON, D.C. - November 11, 2004 /Send2Press Newswire/ -- ElectionMall Technologies, Inc., the leading provider of online technology to political campaigns, reshaped the way candidates reached voters in 2004 with its suite of online services and infrastructure. In addition to building and enhancing over 100 campaign websites, ElectionMall Technologies, Inc.'s packages of highly innovative solutions enabled its clients to set new records for voter contact, voter turnout, and fundraising.

"We have proven this year that technology can be the great equalizer when it comes to every phase of campaigning at the local, state and federal level," said ElectionMall Technologies, Inc. CEO, Ravi Singh. "Technology has dramatically increased the speed and scope of campaigning -- our campaign solutions transform these new challenges into winning opportunities."

ElectionMall Technologies, Inc.'s website, www.electionmall.tv, received over 1,500,000 views for its first time live animated coverage when RNC Chair, Ed Gillespie utilized it to communicate his message during the RNC convention in New York City.

Record numbers of individuals took advantage of ElectionMall Technologies, Inc.'s E-Yardsign program this year, sending over 456,000 emails during the last week of the election.

ElectionMall Technologies, Inc. also launched Election Blogger Software this election year. Blogging has proven to be one of the most effective tools in reaching voters and amplifying grassroots efforts.

The company also provided key infrastructure to campaigns by introducing Internet faxing, e-mails, and Internet phone calls on a more efficient, dependable, and economical basis than ever before. In the 2004 campaign cycle, ElectionMall Technologies, Inc. initiated over 325,000 automated calls alone.

ElectionMall Technologies, Inc. also empowered candidates for school board office to reach PTA members on the local level while enabling the presidential campaigns to reach operatives, field staff, volunteers, and voters quickly and easily in key battle ground states nationwide.

ElectionMall Technologies, Inc., (www.electionmall.com), is a non-partisan company that provides technology to campaigns of both parties, including both 2004 presidential campaigns. Funded by Microsoft executive George Spix, ElectionMall Technologies Inc. is a one-stop shop for campaigning products and services applied to technology. Services include online fundraising, election security, and targeted e-mail initiatives. Singh and ElectionMall Technologies, Inc. were recently featured in the article Click the Vote in Business Week magazine. The company has offices in Washington, D.C., Chicago and Los Angeles.

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*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:
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electionmall, elections, politics, candidates, Blogger, E-Yardsign,
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