

ElectionMall and Microsoft Join to Power Campaigns at Personal Democracy Forum Conference 2010

Leading campaign technology alliance will expand tools with Campaign Cloud.

NEW YORK, N.Y., June 4 (SEND2PRESS NEWSWIRE) – ElectionMall.com and Microsoft Corp. today announced a strategic partnership to provide the one-stop technology shop for running and winning political and issue advocacy campaigns. As part of the relationship, the companies introduced Campaign Cloud, an integrated set of customizable technologies, from online collaboration to robust Web presence. The two companies announced the relationship today at Personal Democracy Forum Conference 2010, the world's leading conference exploring and analyzing technology's impact on politics and government, in New York on June 3-4.

The Microsoft and ElectionMall.com relationship provides a unified environment for campaigns of all sizes to manage technologies in one place, taking people out of the business of technology to focus on winning the campaign. From school board candidacies to national congressional or presidential campaigns, the Campaign Cloud services strengthen the core elements of political or activist campaigns – fundraising, generating votes and building awareness.

“In today's environment, campaigns should spend more time on winning and less on managing multiple technology decisions. Now, through our joint offering with Microsoft, we can help democratize the online campaign and election process in an unprecedented way,” said Ravi Singh, CEO and founder of ElectionMall.com. “Our 10 years of experience in the space combined with Microsoft's trusted technologies will together empower the everyday candidate and help increase political participation.”

Campaign Cloud will provide end-to-end campaign services, including tools to do the following:

- Build a Web presence (<http://johnsmith.voterspace.com>)
- Manage communications and collaboration with staff, donors and volunteers
- Raise money online and manage donor base
- Promote awareness with e-mail, phone, text and online advertising, and through social networks
- Manage get-out-the-vote efforts.

“From running and staffing a campaign to engaging voters, today's candidates expect technologies that enhance their efforts in powerful ways,” said Curt Kolcun, vice president, Microsoft U.S. Public Sector. “The partnership combines ElectionMall's expertise with Microsoft's cloud capabilities to offer long-term, scalable tools for greater impact.”

Today's announcement is part of Microsoft's Campaign Ready offering

(www.microsoft.com/campaignready). Campaign Ready is a set of Microsoft products and services positioned to meet many business, political, technical and infrastructure needs for running a political or advocacy campaign.

Additional information about Campaign Cloud is available at www.electionmall.com/microsoft.

About ElectionMall Technologies:

ElectionMall.com is a world leader in providing Internet-based nonpartisan solutions for elections and campaigns.

About Microsoft:

Founded in 1975, Microsoft (Nasdaq: MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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