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**Election Day 2011 A Springboard to Multi Billion Dollar Direct Sales Market for
Grassroots Unwired and Their One-of-a-Kind Mobile Canvassing App**

PHILADELPHIA - In four states that have elections on November 8, political campaigns are contacting voters using a Smartphone-enabled survey and tracking app provided by Grassroots Unwired, a Philadelphia-area firm that develops technology for direct-marketing campaigns.

The campaigns are using Grassroots Unwired's unique proprietary app to manage traditional door-knocking activities with technology that reports the results of each individual voter contact and its GPS location in real-time, on a web based dashboard from any device connected to the web, noted Russ Oster, CEO of Grassroots Unwired. In addition to the mobile app and dashboard, there is a robust mapping tool that allows campaigns to have their canvassers cover their turf in the most efficient way possible.

"We see a growing demand from campaigns who want to see the data and results from their voter contact at the same speed they expect from every other voter contact activity a campaign undertakes," Oster said.

The mobile apps and devices by Grassroots Unwired are currently in use by statewide and regional campaigns in Kentucky, Mississippi, California and New Jersey, Oster said.

Starting in 2009, the firm produced the first version of its app for elections in New Jersey. Beta version of the technology was used in five states in 2010 on behalf of private canvassing firms, political interest groups, and political campaigns.

In 2011, New Jersey is repeat business from previous election cycles and Kentucky is an example of a client that made the switch to Grassroots Unwired after using technology that did not offer Grassroots Unwired real time capabilities. After adding additional market leaders to their stable of clients this year and seeing no apples to apples competition on the horizon for the 2012 cycle, the response from clients this fall has led Grassroots Unwired to revise all its sales forecasts upward, Oster said.

"We chose to initially focus on the political market for two reasons," Oster said. "First, there will be \$7 billion dollars spent on federal campaigns alone in 2012. Second, I and another of our executives come from the world of political campaigns and know firsthand the problems inherent in traditional door to door efforts. We crafted the Grassroots Unwired solution with that experience in mind. Political campaigns appreciate that we speak the language of campaigns and understand the ebbs and flows of the campaign cycle."

Oster said that in the near future, they will leverage the experience gained in the political campaign market, to move into the multi-billion dollar direct sales and not-for-profit canvassing space with new and innovative features as enhancements to the core products.

“The sky is the limit for our bleeding edge technology,” Oster said.

For more information, visit, www.grassrootsunwired.com

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