



# FACT SHEET

## Company Profile

ElectionMall™ Technologies, Inc. is a leader in campaign and election technology solutions working with anyone involved with campaigns, including candidates, consultants, non-profit organizations and political parties. Founded in 1999, ElectionMall was built on the realization that candidates need to incorporate tailored technology solutions to win their elections, whether the campaign's objective is to accelerate dollars raised or obtain higher voter mobilization. The company offers a wide range of solutions with a "one-stop-shop" approach, including targeted e-mail initiatives, online fundraising, and election website security features. Considered a "guru" in online campaigns and an early Internet pioneer, ElectionMall's CEO and Founder Ravi Singh has been involved in politics since his youth. At 25, Singh's passion for all things political became apparent when he ran for a seat on the Illinois General Assembly. He made history by becoming the first Asian American candidate to run for public office, as well as the first candidate to hold a town hall meeting online in Illinois.

ElectionMall is a member of the American Association of Political Consultants (AAPC), the European Association of Political Consultants (EAPC), the International Association of Political Consultants (IAPC), the National Federation of Independent Business (NFIB), the National Association of Secretaries of State (NASS) and the E-Voter Institute. The company has U.S. offices in Washington, D.C., Chicago, Los Angeles; and in Monterrey, Mexico.

## Recent News Releases

**September 20, 2005:** ElectionMall Technologies, Inc. opens its first international operations offices in Monterrey, Mexico

**July 25, 2005:** First Ever E-Democracy Symposium, "Campaign Guru" to Speak, Ravi Singh to Discuss Candidate-Voter Relationships in Minneapolis, Minnesota.

**July 9, 2005:** First Ever Webmaster Certificate Program Announced, CEO Singh Introduces Technology Training Seminar in Las Vegas.

**June 28, 2005:** Blogger & FEC Government Hearings Alternative, ElectionMall.com introduces Blogger Identity Seal (BIS).

**March 10, 2005:** ElectionMall Technologies, Inc. sponsoring Annual Politics Online Conference.

**January 19, 2005:** ElectionMall Technologies, Inc. Sponsors eNaugural.com Ball, High tech leaders, elected officials, celebrities and the media to celebrate the inauguration of President Bush.

**October 17, 2004:** ElectionMall Technologies, Inc. and Oddcast Launch the First-Ever On-Demand Online Presidential Debates, Talking likenesses of President Bush and Senator Kerry provide an entertaining and alternative option for watching the debates.

## Recent Awards & Recognitions

American Association of Political Consultants' Pollie Awards 2003 -- Honorable mention with *Rock the Vote*, eYardSigns.com

American Association of Political Consultants' Pollie Awards 2002 -- Election eLaw with Chicago-Kent College of Law

"For candidates gaga over Web fund-raising and political blogs, a 10-minute chat with Singh can be sobering."

- *Business Week Magazine (March 29, 2004)*

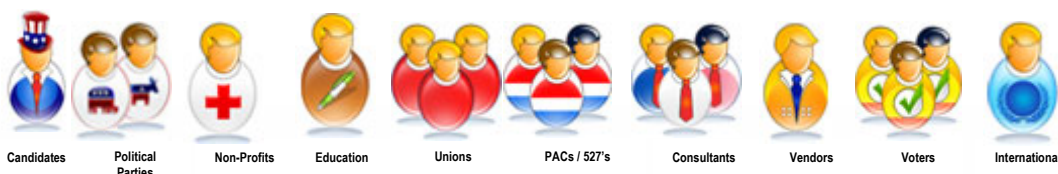
"Ravi Singh (...) said many candidates try unsuccessfully to "put technology into politics, rather than politics into technology"

- *Chicago Tribune (July 18, 2004)*

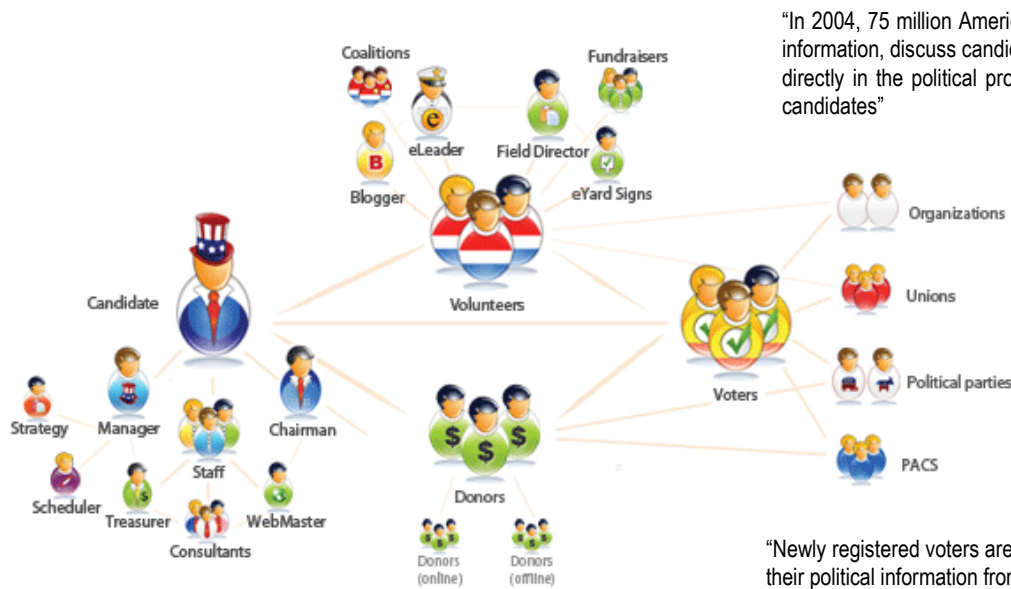
"Find out how new powerbrokers (Ravi Singh among them) are using the Web to influence it"

- *USA Weekend (July 18, 2004)*

## ElectionMall's Clients



## Technology Participants in an Online Campaign



"In 2004, 75 million Americans used the Internet to get political news and information, discuss candidates and debate issues in emails, or participate directly in the political process by volunteering or giving contributions to candidates"

– Pew Research Center,  
"The Internet and Campaign 1004"

"In 2004, the online political news consumer population grew dramatically from previous election years (up from 18% of the US population in 2000 to 29% in 2004)"

– Pew Research Center,  
"The Internet and Campaign 1004"

"49% of all Internet users and 56% of those who get political news online said the Internet has raised the overall quality of public debate"

– Pew Research Center, "The Internet and Campaign 1004"

"Newly registered voters are getting most or a lot of their political information from: 53% network television news, 46% newspapers, 44% Internet, 41% cable news, 29% TV ads, 10% late night talk shows"

– Pace University, Pace Poll July 2004

## Relevant Milestones

### 2005

- ElectionMall Technologies opens its first international operations offices in Monterrey, Mexico.
- ElectionMall Technologies introduces its "Blogger Identity Seal"

### 2004

- ElectionMall Technologies organized the nation's largest "Election Night" event.
- ElectionMall Technologies created "ElectionMall TV", a unique solution that allows ElectionMall Technologies hosted the 2004 Presidential Debates.
- ElectionMall Technologies launched its first "Audio Blogger" with the Republican National Committee.
- ElectionMall Technologies introduced its first voter toolbar with the Democratic National Committee.

### 2003

- ElectionMall Technologies launched over 21 unique sites for the election season.

### 2002

- ElectionMall Technologies received the Pollie Award for technology from APPC with Chicago-Kent College of Law.

### 2000

- ElectionMall Technologies was selected for George W. Bush's Presidential Campaign Team to manage their campaign email distribution process.
- ElectionMall Technologies hosted the first political training seminar with Merrill Lynch in Downtown Chicago.
- ElectionMall Technologies became the first political online *vortal*.

### 1999

- ElectionMall Technologies, Inc. founded by CEO Ravi Singh.