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Leading Grassroots and PAC Technology Firm Announces Major Software Release
Democracy Data & Communications Launches Democracy Direct™ 7.3

April 5, 2007 -- Alexandria, Virginia. Democracy Data & Communications (DDC) announced today the launch of its latest major software release for its flagship technology product, Democracy Direct. Democracy Direct is a modular, on-demand web application for the government affairs marketplace, offering grassroots and PAC data management, PAC compliance, electronic communications, online advocacy, and online fundraising tools.

The 7.3 release included enhancements to the grassroots and PAC modules of the system. “When we began developing the Democracy Direct 7-series, our goal was to make our already effective technology product as user-friendly as possible,” CEO B.R. McConnon stated. “The 7.3 release shows our continuing commitment to making upgrades that offer new and enhanced features in usable, accessible formats.”

Many of these new and enhanced features are based on input from customers who, according to DDC Director of Product Management Andrew Stanley, play a significant role in driving the company’s product roadmap. “We want to help our clients better leverage the powerful capabilities of the Democracy Direct system,” Stanley said. “We’ve added flexibility to our reporting tools and multiple ways to get at-a-glance views of key data, all in response to customer requests. We’ve also made several other enhancements based on where we see the market heading. Feedback has been overwhelmingly positive thus far.”

All users of Democracy Direct 7.2 were seamlessly upgraded to Version 7.3 at no cost, as part of DDC’s ongoing effort to continue providing premium technology products and services to the government affairs marketplace.

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Democracy Data & Communications (DDC), located in Alexandria, Virginia, is the leading provider of on-demand public affairs services and solutions, offering unparalleled strategic expertise, industry-leading technology solutions, and complete communications services. The firm offers a comprehensive approach to public affairs, with expertise in grassroots, PACs, communications, membership development, fundraising, GOTV, and more. For more information on DDC, visit www.democracydata.com or call (703) 684-9690.