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NEW TECHNOLOGY GIVES CANDIDATES THE UPPER HAND ON ELECTION DAY.

Absecon, New Jersey - The candidate who finds out last about a new technology now available from First Tuesday in November (FTIN) is likely to finish last also. This start-up company obtained a patent in 2005 for a voter-tracking system which, for the first time ever, makes it possible to keep track of when voters cast their ballots on Election Day, in real time, throughout the day.

This information is vital to any political campaign because it helps the party contact the voters who haven't yet voted, without wasting phone calls, or worse yet, in-person visits on people who already have. Using hand-held wireless devices, poll-watchers (who keep track of who has voted), telephone volunteers at party headquarters (who call potential voters) and block captains (who visit potential voters) are all linked to the same database that is updated every time a person votes or is contacted.

"If a block captain is walking up a potential voter's driveway at 2PM and that person votes at 2:01, the block captain will know this before he reaches the front door," explains David Cerrone, one of the principal owners of FTIN. In the past, campaigns had to rely on paper print-outs, with manually crossed-out names, that were only made available late in the day when it was almost too late to do anything with the information. "Now the campaigns have this information available to them throughout the day, and in a close campaign, that can mean the difference between winning and losing."

"But our voter tracking system does so much more than just keep track of voters," explains Richard Young, co-founder of FTIN. "Once you can track these names electronically, there are so many other functionalities you can add to the mix. For example, by studying the databases of registered voters in a particular area, we can predict the type of person who will vote for a particular candidate. We then merge this profile with all the unaffiliated voters in a precinct. And by simply calling every person on that list you can change the course of an election within hours."

People seldom realize that the largest block of voters in almost any precinct are the voters who are unaffiliated. Research also indicates that voters are more than willing to side with a candidate from another party if they feel he or she best represents their interest. It is this block of voters that can put a particular candidate over the top, in terms of number of the *extra* votes it takes to win.

FTIN's patented system finds these specific voters and merges them with the names of people who have already voted throughout the day. This puts the names, phone numbers and addresses of a large block of potential voters in the

hands of volunteers who can contact them, without any redundancy or overlap. Thus a campaign that finds itself running behind in the morning can make adjustments to its call strategies by lunch time and be back in the lead by late afternoon.

“But our innovations don’t stop there,” adds Cerrone. Call center volunteers have the option of adding notes, so personal details, like the fact that a voter has your candidate’s sign on his front lawn, is there for all to see. Block captains’ wireless devices will even have built-in GPS capability, so they don’t get lost.” And as this system is used over time we expect to know more and more about a voter. There’s no end in sight to what we can learn about voters and their voting habits.”

Cerrone and Young expect to roll out this technology nationwide for the 2008 presidential elections.