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## FTIN TECHNOLOGY PROVIDES ITS CANDIDATES A 21 POINT ADVANTAGE IN VOTER TURNOUT

Absecon, New Jersey - "If Kerry had used this system, he'd be president of the United States."

That's how sure Rich Young is of a computerized process to get out the vote that he said passed a major test in Absecon's City Council election this month.

The system and company are called First Tuesday in November.

According to Young, who lives in Absecon, their targeted group, in this case local Republicans and other registered voters considered likely to vote for Republican candidates, voted at a rate of 59.72 percent. The vote rate for others in Absecon was 38.4 percent. That is a 21.32 point difference. "No other technology available today can produce those kind of results", Young said.

"That's the election right there," Young said. "Jerry Falivene won last time by 89 votes. He won this election by 205. And we bucked the Democratic tide. I think the concept was proven. It's using technology in an efficient manner."

Falivene acknowledged the company in his victory speech to supporters.

"Thanks to First Tuesday," he said. "I think that this is the future of where we're going to go."

According to Young, his computerized system uses the same people who have been in place for elections for a century or more - but it makes them extremely more efficient by giving them access to real-time voter turnout with the use of Blackberry communication devices.

Where challengers at polling places used to have printed lists of targeted voters, they now have the same lists on their Blackberries. Names are checked off as people show up to vote. Instead of the list being picked up at 1pm and taken back to headquarters where non-voters would be identified and ultimately contacted, everyone involved knows who has voted and who hasn't right from the time the polls open.

This, according to Young, gives the party using the system a major advantage.

"Under the old system, there are never enough workers and enough time to contact all targeted voters," he said. "This allows for fewer people to accomplish more and contact any targeted voter who hasn't voted well before the polls close."

His problem, "if there is a problem," he said is getting people to understand what dramatic change this and what an advantage it gives the party using the system.

"I initially started pitching it as though someone was switching from Crest to Colgate toothpaste," Young said. "As I got into it, I found my dilemma was the people I was talking to didn't know what toothpaste was; what it did, why they should use it. I have a product that's never been used before."

Declaring Absecon a total success, Young said he's hoping for a major contract in Chicago for the mayoral and alderman races in February.

First Tuesday in November is co-owned by Young, a former sales executive at IBM and founder of Landlord Protect, a company that rates potential tenants; and David Cerrone of Galloway, a former computer analyst for a major credit bureau who joined Landlord Protect as co-owner in 1995.

According to Young, what's necessary to win elections is to identify, target and track voters.

"Don't confuse activity with results," Young said. "It's not activity, it's results."

Young said in small-town Absecon, the candidates were able to identify and target their supporters, so First Tuesday's role mainly involved tracking voters on election day.

"At higher levels we'd can ID how a person falls demographically," he said. "We start with a sample of registered voters and generate a profile of Mr. and Mrs. Republican. Then we go back and compare that profile against every voter which are rated and scored as to whether we want to target them, talk to them before the election and go after them on election day.

So instead of canvassing all houses, the candidate using First Tuesday in November can go to those residents who show some sign of aligning with him. He can also save time by not visiting those likely aligned who vote a high percentage of the time.

"Why waste my time," Young said, putting himself into a candidate's well-worn shoes. "I'll go after the people who would vote for me if they voted - but only vote 25 or 50 percent of the time."

He said resources are conserved as well by not wasting time and money

on mailers and phone calls to people who will very likely come out and vote for you, as well as not bothering with those whose votes you wouldn't expect to get.

The election day tracking of voters is the crown jewel of First Tuesday, Young Said. This is where street workers can be contacting and encouraging voters at 7am rather than 3pm and those that have voted are automatically eliminated from their Blackberries.

"We take away printouts and give them all Blackberries," Young said. "When someone votes, our challenger locates their name on the Blackberry List, hits the spacebar and message goes everywhere it has to that the person has voted."

Young said that it's important to understand that the information becomes immediately available to everyone working on the campaign.

"This takes it back to the grassroots level," he said. "It's not from the top down, but from the bottom up. Runners - street workers - have a Blackberry that isn't alphabetical, but by street. So if they're heading to house A and on the walk it registers that A just voted, they can look for the next closest house to try."