



the stakeholder social network

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UK General Election

Why Wait, Vote Now!

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- Through Votivation, the public can now vote online for their serving MPs and other potential candidates for office
 - Votivation feeds back to the politicians the polling output and individual messages
 - Votivation members gain points and cash, which they must share with their preferred charity or non-profit.
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Gordon Brown, the British Prime Minister recently chose not to call a general election. As a result the British people have been deprived of their democratic rights to hold their government to account, possibly until 2009.

Meanwhile, in stark contrast, the so-called "democratisation" of the internet continues apace, with blogs, wikis and more recently social networks surging in popularity and usage.

Votivation, the unique stakeholder social network has now fused these two themes. From November 2007 members of the public are able to vote online for their serving MPs and other potential candidates for office. The tens of thousands of local councillors are in the process of being added to the service.

Stakeholder accountability is achieved through Votivation members submitting the policies, opinions, speech-quotes, promises and other communications of those who represent their interests. All users are then able to vote and comment on their representatives' outputs. Votivation feeds back to the politicians the polling and opinion outputs; politicians can also review individual messages. Members gain points and cash, which they must share with their preferred charity or non-profit.

Founder David Hunter said, "Each member of the public holds key financial and social stakes in their politicians; these are investments that demand an acceptable return. Votivation expands and improves interaction between stakeholders and their representatives and so helps both parties achieve this return. In doing so, we demonstrate the internet's continuing power to enhance the accountability of the powers that be."

For Editors

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About Votivation

Votivation is the web's leading democratic social opinion network, online since 1999.

Votivation is a social network utility, like Facebook or MySpace, but with a specific social, political and corporate governance purpose.

Votivation is a user-driven forum, focused on generating opinions, polls, petitions, policy input and other feedback to:

- **Non-profit organisations;**
- **Corporates;**
- **Politicians;**
- **Celebrities; and**
- **Governments/other public sector.**

Votivation's unique, (US) patent-pending business model enables the above entities to generate large-volume, low-value revenues through online, mobile, market research and other user activity. Votivation members claiming cash must allocate up to 100% of this to their favourite charity on an ongoing basis.

Benefiting from the UK's Gift Aid regime, the service also provides for donations to be increased by up to 28%.

Votivation delivers continuous, sustainable policy and PR benefits for organisations, as well as high-commitment user-driven content for web sites.
