

NEWS RELEASE
For Immediate Release

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OK.gov Receives Two National Awards For Excellence in Marketing for Programs in Oklahoma Government

OKLAHOMA CITY – June XX, 2010 – The GovMark Council, a not-for-profit forum for the government technology market, recently announced the winners of the Fifth Annual GovMark Awards, a program honoring the industry's best marketing campaigns. OK.gov received recognition in the Best State and Local Government Marketing and Best Creative Marketing Program for the following campaigns respectively:

- OK.gov's "Next Time, Pay Online: PayOnline.OK.gov" is a one-stop hub for all cities utilizing OK.gov's Online Bill Pay System. The Bill Pay System enables municipalities to provide residents with access to make payments online for any services local government provides. By using the PayOnline marketing strategy, marketing solutions that fit all local government needs are provided at little or no cost to cities.
- OK.gov's "Go Green Oklahoma and the eRecycle at the State Capitol" is an OK.gov initiative showcasing how Oklahoma eGovernment is helping to reduce the carbon footprint by minimizing paper consumption and citizen travel to government facilities. Launched in May 2008, the site is a first-of-its-kind marketing campaign in state government that provides agencies with a vehicle to promote their pro-green programs. In addition to the site, OK.gov hosted a unique event in April, 2009, to tie in with Earth Day awareness events held across the state. This event allowed OK.gov to collect more than 2,000 cubic square feet of used computer equipment and used cell phones.

"This recognition is yet another illustration of our efforts to provide excellence to the state of Oklahoma," said Mark Mitchell, General Manager of OK.gov. "Both programs provide our state and local partners with positive PR and the ability to offer their constituents valuable eGovernment services."

"We are excited to be honored with GovMark's Best State and Local Government Marketing and Best Creative Campaign awards in this year's program," said Joe Fleckinger, Deputy Director of Information Technology for the Office of State Finance. "We can't make government easier for our constituents if they aren't aware of the services, so marketing is key to their success. Oklahoma Interactive was able to execute and market two programs that deliver real value to Oklahomans."

For more information on these programs, visit <http://PayOnline.OK.gov> and <http://GoGreen.OK.gov>.

About the GovMark Council

The GovMark Council is a forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market. The GovMark Council provides members with quarterly educational programs, proprietary research reports, and opportunities to interact with other senior-level industry IT&T marketing professionals. Visit the GovMark Council at <http://www.govmarkcouncil.org>.

About OK.gov

[OK.gov](#) is the Official website of the state of Oklahoma and a collaborative effort between the Oklahoma Office of State Finance (OSF) and Oklahoma Interactive, LLC to help Oklahoma government entities Web-enable their information services. OSF is responsible for OK.gov. Oklahoma Interactive operates, maintains, and markets OK.gov and is part of eGovernment firm NIC's (NASDAQ: [EGOV](#)) family of companies.

About NIC

NIC Inc. (NASDAQ: EGOV) is the nation's leading provider of official government portals, online services, and secure payment processing solutions. The company's innovative eGovernment services help reduce costs and increase efficiencies for government agencies, citizens, and businesses across the country. NIC provides eGovernment solutions for more than 3,000 federal, state, and local agencies that serve 98 million people in the United States. Additional information is available at <http://www.nicusa.com>.