



iCITIZEN AND HEADCOUNT ANNOUNCE PARTNERSHIP TO ENHANCE CIVIC ENGAGEMENT AND CITIZEN INVOLVEMENT IN GOVERNMENT

Nashville, Tenn. - March 24, 2014 - HeadCount, a non-partisan, non-profit organization with a mission to promote participation in democracy through the power of musicians and their music, and iCitizen, a civic engagement platform that makes citizen involvement in democracy easier through the use of sophisticated mobile technology, announced an important partnership today.

In connection with their common goal to increase civic engagement, iCitizen and HeadCount will join forces through a combined and co-branded presence at major music festivals, concerts, and other events in which HeadCount is involved in order to provide fan experiences designed to emphasize the importance of being engaged in the issues that face our country. These joint programs will increase the level of individual involvement in our government through efforts designed to register voters, facilitate non-biased issue education, and mobilize civically engaged individuals so that they may be empowered to influence policies of personal interest.

These activities will be conducted in connection with and in support of HeadCount's voter registration initiatives while providing the opportunity for individuals to learn more about the iCitizen civic engagement platform and download it to their mobile devices.

The fan experiences will range from photo contests to a co-branded event oasis complete with charging stations, comfortable seating, wireless Internet connectivity, amenities and prizes. iCitizen and HeadCount representatives will facilitate voter registration, pledge to vote campaigns and demonstrate the iCitizen platform capabilities.

HeadCount will also promote use of the iCitizen civic engagement platform through its communications and online presence. iCitizen intends to also work collaboratively with HeadCount to bring new technology to voter registration and HeadCount's popular Pledge to Vote campaign through the iCitizen platform as well as cross-promote HeadCount and its initiatives.

"This year marks HeadCount's 10th Anniversary, and we've reached millions of people through our efforts to register voters and promote democratic participation," said HeadCount Executive Director Andy Bernstein. "We see the opportunity to partner with iCitizen as way to extend our efforts even further through the use of technology that can truly make the voices of citizens heard, not only during elections, but also in between election cycles."

"iCitizen is a non-partisan civic engagement platform with a mission to empower citizens in a manner they've never experienced before. We are not about political parties but rather about an individual's 'political DNA' or, in other words, the very personalized issues each citizen cares about, which vary from person to person. Our solution empowers citizens around those issues and provides them with influence over legislative outcomes while rebuilding the system of accountability between elected officials and their constituents in our country. Given the commonality of our missions, we felt that HeadCount represented a unique partner for us to work with in accelerating and extending our common goals and are truly excited to be working with them," said Duncan Dashiff, Chairman of iCitizen.

About HeadCount:

HeadCount is a non-partisan, not-for-profit corporation organized and existing under the laws of the State of New York and exempt from federal income taxation under Section 501(c)(3) of the U.S. Internal Revenue Code, as amended. Its mission is to promote participation in democracy through the power of musicians and their music. Among its broad range of activities, HeadCount stages voter registration drives at concerts, facilitates issue education and organizes programs that enable the mobilization of communities capable of influencing policies relevant to civically engaged individuals. By reaching citizens at the crossroads of their interest in music and the musicians that they listen to, HeadCount broadens civic participation and has built a platform that has real impact and purpose. HeadCount works with over 100 artists including Jay-Z, Dave Matthews Band, Pearl Jam, My Morning Jacket, Phish, Wilco, Kings of Leon, Umphrey's McGee and the Drive By Truckers. Learn more about HeadCount at <http://www.headcount.org>.

To see a full list of events with a HeadCount presence please visit the following links:

Festivals - <http://www.headcount.org/festivals/>

Concerts - <http://www.headcount.org/events/>

About iCitizen Corporation:

iCitizen is a Tennessee Corporation. It operates a non-partisan civic engagement platform with a mission to make citizen involvement in democracy easier for the individual through sophisticated technology combined with a unique user experience. Specifically, iCitizen enables individuals (i) to monitor in real time their personalized issues of concern (their "political DNA"), (ii) monitor the actions of their elected representatives generally and in connection with their unique political DNA, and (iii) make their voices count by voting on proposed legislation, elected representative performance and specific issues important to the individual. In essence, by amplifying the voice of citizens in a rapid fashion, iCitizen seeks to solve the fundamental challenges individuals face in becoming engaged in our democracy by making it easier to monitor the actions of government, and influence legislative and cultural outcomes. Its platform also allows citizens to engage with their representatives (and vice versa) in ways never before available to them, collaborate with each other and become more informed by accessing information on the critical issues facing our country thereby establishing a new level of accountability between elected officials and citizens that extends well beyond the election cycle.

Download iCitizen – <http://bit.ly/iCitizenApp>

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