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**For immediate release:**

**Survey & Ballot Systems Releases DirectVoteCentral™ - An Election Platform Designed to Boost Voter Participation and Simplify Election Administration**

*Survey & Ballot Systems' DirectVoteCentral allows organizations to create, control and administer online elections from one central solution*

MINNEAPOLIS – March 23, 2015 – Survey & Ballot Systems (SBS), a leading provider of election services and secure Internet voting systems, today announced the launch of DirectVoteCentral – an electronic voting platform that allows for the management and supervision of online elections across an organization. DirectVoteCentral encourages participation through a universal ballot menu page that shows eligible voting opportunities, ballots to complete and upcoming elections.

“From talking with leaders in the organizations we serve, we know that managing multiple voting events across an organization can be challenging,” states Peter Westerhaus, Vice President at SBS. “Along with the administrative hurdles, multiple elections challenge voters with different ballots to keep track of, open dates and invitations. Multiple ballots and mixed messages can leave members confused and administrators frustrated. Knowing this, we developed DirectVoteCentral, a platform that allows administrators to manage elections across an organization, while giving members a “one-stop shop” for voting. Whether it’s the national election, regional voting or participating in a subgroup, DirectVoteCentral is designed to make voting convenient for members and easy on administrators.”

Features of DirectVoteCentral include:

- **Online security:** Advanced security technology protects voting data – ensuring the integrity of results across an organization.
- **SBS support:** Each election is backed by SBS making sure administrators successfully set up subgroup elections.
- **Easy online tools:** Subgroup administrators can create electronic ballots in about a hour; election work can be copied from one year to the next.

For more information on DirectVoteCentral, please visit:

<http://www.surveyandballotsystems.com/products-services/elections/directvotecentral/>

**About Survey & Ballot Systems**

Since 1990, SBS has worked with the world’s top associations, cooperatives, credit unions and member-based organizations to plan and manage their voting processes. Whether you need traditional paper balloting, [online voting](#), on-site voting or a hybrid election, we have the expertise to make it happen. Let us be the independent third party to administer your election or provide you with the tools to run it yourself. [Contact us](#) for more information and we’ll customize an election solution for your organization’s unique needs.