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FOR IMMEDIATE RELEASE**AMERICAN ASSOCIATION OF NURSE ANESTHETISTS SELECTS APTIFY'S
ASSOCIATION MANAGEMENT SYSTEM**

Washington, D.C. (June 22, 2010) – The American Association of Nurse Anesthetists (AANA), the professional organization representing more than 40,000 Certified Registered Nurse Anesthetists (CRNAs) and student nurse anesthetists, is pleased to announce its partnership with Aptify, a leading provider of Association Management System (AMS) software to enterprise-class associations around the world.

This partnership will improve AANA's technical capabilities and increase the association's ease in providing top-level member service through the use of Aptify's AMS software and Rapid Application Development (RAD) platform.

In the ever-changing healthcare industry, it was essential for AANA to find a software system that could be easily enhanced and upgraded to meet critical member needs and not disrupt the productivity of the association. AANA had high expectations with end users desiring more efficient interaction, greater security and flexibility, and more visibility into operations leading to more proactive member service.

The process of finding an Association Management Software system began with identifying and clarifying business requirements internally. Feedback from both the AANA Board of Directors and at-large members was considered regarding operational objectives and member service enhancements. Proposals were sought from various vendors, and in the end Aptify was selected due to the flexibility of its RAD platform.

The Aptify RAD platform is an Application Lifecycle Platform that provides a solution enabling AANA to leverage technology as a strategic asset. A full suite of application modules will allow AANA to plan events, facilitate communications, automate workflow, manage member relationships and more.

"We are looking to web-enable our member-facing services to a higher degree and to better integrate the back office business process to serve our members, as well as improve internal efficiency. Aptify's Membership Management Software and RAD platform will allow us to not only meet existing requirements today, but also adapt to future requirements," said Luis Rivera, Senior Director, Executive Affairs for AANA.

Aptify's CEO Amith Nagarajan said, "We are pleased to announce this new relationship and aid AANA in the ultimate goal of continually increasing member value."



About the American Association of Nurse Anesthetists

Founded in 1931, the American Association of Nurse Anesthetists (AANA) is the professional association representing more than 40,000 Certified Registered Nurse Anesthetists (CRNAs) and student nurse anesthetists. CRNAs are advanced practice nurses who are the hands-on providers of approximately 32 million anesthetics given in the United States each year. They administer every type of anesthetic, work in every type of practice setting, and provide care for every type of surgery or procedure, from open heart to cataract to pain management.

About Aptify

Since 1993, Aptify has grown to be a leader in application software for enterprise-class associations, non-profits and other member-based organizations. Aptify's Association Software provides over 20 powerful applications including membership, meetings and events, committees and chapters, subscriptions and publications, education and certification, fundraising and grants, advertising, and many others. Aptify offers extensive out-of-the-box functionality, unparalleled flexibility and scalability, rapid implementation and an attractive Total Cost of Ownership (TCO).

Aptify's AMS is the most technologically advanced Association Management System available today. Aptify meets the needs of our rapidly growing customer community with a comprehensive suite of advanced CRM capabilities, process-driven applications, online commerce, integrated business intelligence and workflow, a comprehensive Rapid Application Development (RAD) platform, and world-class implementation, training and support services.

Aptify is headquartered in Washington, D.C. and maintains domestic offices in California, Chicago and Pennsylvania as well as international offices in Canada and India. Aptify is a Microsoft Gold Certified Partner with an active international partner presence in Australia, Canada, Czech Republic, Denmark, Finland, Hungary and the United Kingdom. For more information, visit www.aptify.com.

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