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## **FOR IMMEDIATE RELEASE**

### **APTIFY RELEASES VERSION 5.0**

**Washington, D.C. (December 29, 2008)** – Aptify, a leading international provider of association and member relationship management software, other vertically-focused industry solutions and the acclaimed Application Lifecycle Platform for .NET announces the release of Aptify 5.0.

Aptify's Vice President of Research and Development Ravi Nagarajan says, "The new release strikes a balance between advancing the underlying technology of the Aptify Application Lifecycle Platform and developing new business application functionality requested by our clients."

Ensuring that customers can seamlessly migrate forward is of equal importance to advancing the technology. This includes making sure customers are not left behind on dated or obsolete platforms. Since product inception, Aptify has provided its customers with an upgrade path that has met this goal. Aptify's robust upgrade infrastructure allows client configurations to migrate from one version to the next with much less effort than systems of similar complexity.

While the Aptify 5.0 release contains a significant amount of new functionality, it is built upon the solid foundation created by the Aptify 4.0 product. Aptify 5.0 also takes full advantage of Microsoft .NET 3.5 and Microsoft SQL Server 2008. Many of the user interface capabilities originally introduced in 4.0 have been greatly enhanced. An example is the addition of Role Based Profiles which provide Aptify customers with nine profiles that can be associated with different user types such as Order Entry Clerks, Membership Processing, Event Management, Shipping/Receiving, Accounting, Executive users and more. Aptify's flexible architecture makes it possible to easily tailor each user experience for different types of users.

Another goal met by the new release was to embrace the latest presentation and navigation techniques employed by Microsoft. Aptify 5.0 now uses the Ribbon Navigation concept present in Microsoft Office 2007, so that the user experience is seamless between Aptify and familiar applications such as Outlook and Excel.

Nagarajan says, "The Aptify Client Community provided significant input for the 5.0 release. We are looking forward to receiving additional community-driven input for 6.0 and beyond. The Aptify Client Community represents a valuable source of input and directly shaped the capabilities that are now available in Aptify 5.0."

#### **About Aptify**

Since its inception in 1993, Aptify has grown to be a leader in enterprise application software. Aptify provides many business solutions including membership management, subscription and publication fulfillment, exposition and meeting management and e-Business. Aptify's software offers greater flexibility, rapid implementation, high scalability and a low cost of ownership.

Aptify Membership, one of Aptify's business solutions, is the most technologically advanced membership and customer management system available today. Aptify Membership meets the needs of associations, non-profits and other member-based organizations of all sizes with a comprehensive suite of business applications and integrated e-Commerce and Web-enabled applications. Aptify is headquartered in Washington, D.C. and maintains offices in Chicago, IL, Roseville, CA and Lebanon, PA. Aptify has an active international partner presence in Australia, Canada, Denmark, Finland, Hungary and the United Kingdom. Aptify was recognized twice by the Inc. 500 as one of the fastest growing privately held companies headquartered in the United States.

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