



CONTACT INFORMATION

Katie Kowalsky
Marketing Communications Manager
Tel: (312) 345-9005, Ext: 2803
Email: katie.kowalsky@aptify.com
www.aptify.com

FOR IMMEDIATE RELEASE

DATATECH SMARTSOFT ANNOUNCES SOFTWARE INTEGRATION WITH APTIFY

Arrangement offers AccuMail address correction option within Aptify Association Management Software

Washington, D.C. (May 25, 2010) – Datatech SmartSoft Inc., a leader in mailing software and address correction technology, today announced that it has completed its integration with Aptify, a leader in association and membership management software, that will give Aptify customers the ability to connect SmartSoft’s AccuMail address verification product and use it seamlessly within their AMS software.

Inaccurate addresses cost organizations thousands of dollars every year in wasted postage, time, materials and lost marketing or fundraising opportunities, as well as hidden costs such as the impact on customer service and the potential damage to their reputation.

CASS Certified for accuracy by the USPS®, AccuMail validates, corrects and standardizes postal addresses as they are entered into a database. Seamlessly integrated within the Aptify user interface, users will enjoy greater deliverability for their mailings and all the benefits that accurate data brings to their entire organization.

“AccuMail saves our customers money by making sure that only the most accurate and up-to-date address data enters a database,” says Michael Shroyer, President of Datatech SmartSoft, Inc. “It costs much less to validate an address at the point of entry than to deal with the consequences later on. Aptify’s Association Software is designed to provide great efficiencies for any organization managing their membership and address verification with AccuMail is a natural fit within the application.”

Aptify Vice President of Sales and Marketing Scott Stone says, “Aptify provides out-of-the-box integration with AccuMail, which enables our clients to drastically reduce the amount of time and resources spent verifying mailing addresses. Accurate mailing information is a key issue for our customers and we are delighted to offer this valuable new capability with AccuMail.”

About Datatech SmartSoft

Datatech SmartSoft has been creating innovative software solutions since 1995. They provide desktop and enterprise-level solutions for postal address correction, postal discounts, and print workflow management.

Their products include the award-winning AccuMail® postal address correction software, the all-in-one address quality and postal presorting solution, SmartAddresser 5™, real-time address validation and keystroke savings software for data entry, AccuMail Verify, and the end-to-end print workflow solution, PressWise.



Datatech SmartSoft is a privately held company with offices in Agoura Hills, Santa Barbara, Philadelphia and Montreal. Visit www.smartsoftusa.com for more information.

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 Management System (AMS) 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 about Aptify visit www.aptify.com.

###