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## **FOR IMMEDIATE RELEASE**

### **PREMIER SOLUTION PROVIDERS JOIN TOGETHER TO SOCIALLY ENABLE MEMBER MANAGEMENT FOR OPTIMIZED PERFORMANCE**

**Washington, D.C. (February 10, 2010)** – Aptify and ThePort Network today announced their strategic partnership. The announcement was made at the annual American Society of Association Executive's Technology Conference held in Washington, DC.

Associations and member based organizations of all types are actively moving beyond their legacy systems to drive critical new member value from Next-Generation solutions like Aptify and ThePort. By bringing these leading member management solutions to market with out-of-the-box integration capabilities, customers of the two companies will benefit from faster and easier deployment of new capabilities that maximize value for both members and the organization's operations.

"Our two companies have been working closely together to integrate our product offerings in order to support the business imperatives of our joint clients," stated Scott Stone, VP Sales & Marketing of Aptify. "We felt that it made sense to take the next step and formalize our relationship into a strategic partnership to focus on creating and promoting a powerful, integrated feature set that leverages both Aptify's Next Generation membership management platform and the advanced social networking capabilities available in ThePort Social's leading application service offering."

The strategic partnership allows Aptify and ThePort Social to extend the capabilities and ease-of-use for system administrators and to deliver high value self-service and engagement features to members that use the community and e-Business tools offered through a client's website. More closely integrating the two product offerings will also ensure that client organizations can optimize a member's user experience and therefore, increase retention and recruitment rates.

"We are excited to take this next step in our relationship," stated Bob Cramer, Chairman and CEO of ThePort Network, "Aptify and ThePort Network share many of the same viewpoints in terms of product platform development and commitment to client care. Over time, we expect to expand the joint integration support we offer customers, which will allow us to better deliver socially-enabled business processes to organizations that view online interactivity as the key to better serving and growing their membership bases."

#### **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.

**About ThePort Social**

ThePort Network develops social networking and media products for organizations that require exceptional care for their constituent bases. We specialize in applying our flagship product named ThePort Social to an organization's current programs and product offerings to amplify their value. Our solutions result in greater constituent interactivity, engagement, and organizational innovation.

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