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FOR IMMEDIATE RELEASE

THE CATHOLIC HEALTH ASSOCIATION OF THE UNITED STATES SELECTS APTIFY AS ITS NEW ASSOCIATION MANAGEMENT SYSTEM

Washington, D.C. (October 27, 2008) – The Catholic Health Association of the United States (CHA), representing the nation's largest group of not-for-profit health care sponsors, systems and facilities, has selected Aptify as its new Association Management System (AMS).

CHA Senior Director of Information Technology, Janey Brummett says CHA started looking for a new application when its current system was coming to the end of its useful life and would no longer be supported.

"Our process began with the creation of an internal selection team made up of all areas of the association; an outside consultant also assisted us in our search. Once the internal team was identified, we established our business requirements and developed an RFP that was distributed to several AMS vendors", says Brummett.

Aptify was one of four vendors invited to demonstrate to CHA's selection team. Brummett says, "After weighing all of the various features and functions of each application, the consensus of the internal selection team was that Aptify was the best product for our association."

Some of CHA's key drivers, included Aptify's user interface, business intelligence capabilities and out of the box functionality. These capabilities combined with the ability for CHA's internal technology team to easily configure and support Aptify led the team to its final decision.

Utilizing Aptify's best-practice functionality and extensible platform will allow CHA to enhance its processes in multiple areas of the organization. CHA staff will be empowered to access data and information on their own without the assistance of technology staff, thus allowing them to get to the information they need and in the format most useful to them. CHA's members will benefit by being able to view and update their profile information via the web, a more streamlined online registration process for educational events and programs and more simplified order processing of products. The implementation is expected to be completed in the fall of 2009.

Aptify's CEO, Amith Nagarajan is delighted that CHA has chosen Aptify as their new AMS partner. "Our new relationship with CHA is a great example of Aptify's continued commitment to fulfilling our mission: helping clients unlock their full potential through flexible technology and world-class service. We are very pleased to have been selected by CHA and expect to see them gain significant benefits by taking full advantage of the Aptify technology."



About The Catholic Health Association of the United States

The Catholic Health Association of the United States (CHA), founded in 1915, supports the Catholic health ministry's pursuit of the strategic directions of mission, ethics and advocacy. As the nation's largest group of not-for-profit sponsors, systems, and facilities, the ministry is committed to improving the health status of communities and creating quality and compassionate health care that works for everyone. For more information, visit the CHA website at www.chausa.org.

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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