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FOR IMMEDIATE RELEASE**CANADIAN PALLET COUNCIL SELECTS APTIFY AS NEW
ASSOCIATION MANAGEMENT SYSTEM PROVIDER**

Washington, D.C. (August 25, 2010) – The Canadian Pallet Council (CPC), a non-profit, cooperative pallet pool providing low cost, competitive pallet services in Canada, is pleased to announce they have selected Aptify's next generation Association Management System (AMS) to support and improve their operational processes and bring new, high-value services to over 1,200 members.

CPC had an immediate demand for a centralized membership software system that could meet its growing need to efficiently manage member outreach, publication management, training and meeting management. Another key requirement included creating a centralized database that is robust and fully integrated with CTSWEB (Web-based Container Tracking System) and CPC's financial accounting software. Aptify was selected to support the CPC's Strategic Plan priority initiatives to:

- Improve member satisfaction
- Enhance the financial benefit and value to members
- Improve the economic benefit for members by facilitating the resolution of disputed pallet imbalances and liabilities

In addition to supporting the CPC's Strategic Plan and operations, the organization also required a flexible and easily extendable association management platform that can evolve as their needs change over time and support both office staff and a virtual workforce.

CPC began its search in February 2009 by hiring a major consulting firm to assist in the vendor selection process. Following a thorough evaluation based on the CPC's criteria Aptify AMS was selected.

CPC plans to streamline processes and increase staff efficiency by utilizing Aptify's business processes automation and workflow development capabilities. Aptify's ability to integrate with other systems and become a single system of record was also a key benefit to CPC. Now, CPC will have one central repository for data, which will help to eliminate dependency on manual processes. CPC Director of Operations Mary Sullivan says, "We're looking forward to taking advantage of real-time measurable data in regard to our member services, including revenues, expenses, issues, performance and planning tools."

Ms. Sullivan says, "With Aptify, CPC staff will be able to respond to current member needs more efficiently and gather business intelligence to guide the Association to meet future opportunities and challenges."



Aptify CEO Amith Nagarajan says, "Canada is a very important market for Aptify and we are delighted to have the Canadian Pallet Council join the Aptify User Community."

About Canadian Pallet Council

The Canadian Pallet Council (CPC) is a Canadian success story. Established and based in Canada since 1977, the CPC provides low cost, competitive pallet services; including an efficient interchange system and web based container tracking system for the Canadian consumer products industry. The CPC is a non-profit organization with over 1200 members who own and exchange the millions of distinctive orange pallets in circulation.

The Canadian Pallet Council's mission is to provide the consumer goods industry supply chain with the most cost effective returnable pallet standards and container interchange system in Canada, by setting, monitoring and enforcing policies, procedures and standards that meet our members' quality and performance requirements. The CPC will be a partner in returnable asset management, a service provider responsible for data and information management and a facilitator in developing member cooperation and commitment.

The CPC has evolved to meet the needs of its members and will continue to do so. The CPC is much more than just pallets offering a variety of services to our members including education and training and dedicated staff to support members from coast to coast. Significant among the CPC's many programs and services is CTSWEB, a state-of-the-art; web based returnable asset management software developed by the Canadian Pallet Council (CPC) for the use of its members.

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. (www.aptify.com)

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