

APTIFY AND HIGHER LOGIC ANNOUNCE STRATEGIC PARTNERSHIP

Higher Logic's Connected Community Software Suite and Aptify's Member Relationship Management System Integrate to Provide the Ultimate Member Experience

WASHINGTON, DC MAY 1, 2009--Higher Logic and Aptify announced a strategic partnership at ASAE's Membership and Marketing Conference held in Baltimore today. Aptify, a leading provider of association management software, and Higher Logic, the leading provider of social networking software for the not-for-profit market, have joined together to provide a solution that is extremely flexible to meet the unique needs of member-based organizations, but delivered in an on-demand style to make it easy to manage and maintain.

The partnership focuses on providing a pre-built and pre-packaged integration to allow Higher Logic's Connected Community product suite to be easily added to the Aptify customer relationship system. Both Aptify's and Higher Logic's products are built on the Microsoft .NET platform and rely on an open architecture framework which facilitates the deployment of this integration. Joint customers of Aptify and Higher Logic will benefit from this new partnership by being able to quickly capitalize on this newly announced capability by offering this new service to their member base without delay.

"We believe this partnership will bring significant new value to associations and other member-based organizations. The unique ability for our two leading solutions to seamlessly share data between each other will enable customers to deliver unprecedented value to their members. Our joint solution lets associations build powerful new member profiles by aggregating data from 'member-to-member' interactions via Higher Logic with data from the 'member-to-organization' interactions and transactions managed by Aptify," stated Scott Stone, Vice President of Sales at Aptify.

Utilizing the rich member data stored in Aptify, organizations may synchronize this data with Higher Logic's Connected Community product suite to make it easy for users to look up past records, additions to documents and store messages and contact lists. This pre-built integration ensures that the basic types of data are correct and may serve as a foundation for future components or committee groups.

"The new partnership will allow Aptify customers to take their rich data and, through Connected Community, automatically create community groups that can immediately be positioned and launched as a new member benefit," stated Suzanne Carawan, Vice President of Marketing and Strategy of Higher Logic. "The value of the Aptify/Higher Logic integration lies in empowering the staff of the member-based organization to create new value-added online offerings by combining different products in the Connected Community software suite with the data already stored in Aptify."

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.

About Higher Logic

Higher Logic's mission is to provide the constituents of not-for-profit innovative ways to think together and build trusted communities where interactive communication and information exchange can occur. By offering software products that allow people to contribute, share, and collaborate, Higher Logic delivers solutions to not-for-profits looking to preserve their organizational value and attract a new generation of global members.

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