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**CONTACT INFORMATION**

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

**FOR IMMEDIATE RELEASE****APTIFY AND HIGHROAD SOLUTION ANNOUNCE STRATEGIC PARTNERSHIP**

**Washington, D.C. (February 25, 2010)** – Aptify, a leading international provider of Association Management Systems (AMS), has formed a strategic partnership with HighRoad Solution, a trusted provider of integrated email, fax, mobile text, voice conferencing and online event solutions.

By combining the power and flexibility of Aptify's association management platform with HighRoad's advanced technology solutions, associations and non-profits can seamlessly integrate a wide range of member and prospect communications for greater efficiency and effectiveness of marketing campaigns. Aptify and HighRoad customers will gain bi-directional data collection and enhanced e-Marketing capabilities when they are engaging with members and customers right out of their Aptify AMS user interface.

Specifically, this alliance will allow recipient responses gathered using HighRoad Solutions' email Campaign (click-throughs, bounces, e-survey results, etc.) to be automatically synchronized with the Aptify membership database. This allows for real-time updates to member contact records, while also maintaining segments for future, targeted email outreach. Even email opt-outs can be updated from within an email campaign account and reflected in Aptify for accurate record keeping and CAN/SPAM compliance. Additionally, users will be able to build target lists for their email marketing campaigns directly from the most up-to-date member data within Aptify and then enhance those same member records by capturing the number of actual conversions, registrations, member renewals and revenue generated by those campaigns.

Aptify CEO Amith Nagarajan says this new partnership will provide significant value to existing Aptify clients and new customers. "HighRoad not only offers a valuable technology solution, but brings deep domain experience to their work with member-based organizations. Together, our solutions will deliver significant incremental value to customers looking to unlock the full potential of their association with advanced membership management solutions."

HighRoad Solution President David Caruso says, "By partnering closely with a market leader like Aptify and integrating our respective high-value solutions, we look forward to strengthening our position in the association and non-profit space and building upon our growing reputation as one of the leading providers of integrated technology solutions."

**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](http://www.aptify.com))

**About HighRoad Solution**

Headquartered in Ashburn, Virginia, HighRoad Solution provides integrated e-messaging and conferencing solutions to more than 200 associations and non-profits worldwide seeking to improve and enhance member communications.

HighRoad's services integrate with many best-of-breed solutions and encompass various modes of messaging: email, fax, mobile text and voice, as well as a wide range of audio conferencing and Web event solutions. HighRoad's industry knowledge and experience provides clients with best practices guidance and unparalleled support, including unlimited free technical support and training. In addition, HighRoad Solution's expert account managers, trainers and developers educate clients about emerging technologies and methods to leverage cost-effective e-marketing and conferencing that increase member loyalty. ([www.highroadsolution.com](http://www.highroadsolution.com))

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