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FOR IMMEDIATE RELEASE

INTERNATIONAL FRANCHISE ASSOCIATION SELECTS AND IMPLEMENTS APTIFY'S ASSOCIATION MANAGEMENT SYSTEM

Washington, D.C. (May 27, 2008) – The International Franchise Association (IFA), a membership organization of franchisors, franchisees and suppliers that works to enhance, promote and protect the franchise industry, has selected Aptify's Association Management Software (AMS) solution.

IFA Director of Information Systems Jason Yusko said that after an extensive due diligence process, Aptify was selected as the association's data management partner.

"We had very specific requirements that were above and beyond what most software systems could provide," Yusko said.

Aptify's best-practice functionality and extensible platform really makes an impact. Yusko said that flexibility was a critical area as IFA required a system that could grow with them over time. Aptify's Product Roadmap demonstrated that the company had carefully planned future enhancements, and that the architecture is designed to accommodate changing business needs.

Ease of use was also a critical area for IFA. The Advertising module provides complete tracking of advertising sales, including publications, versions and frequency of ad run, a detailed history of ad size, color, caption or text to identify the ad, with special position and placement requests for complete account history, and the ability to track sales quote and rate card amounts, agency discounts and override prices. "With most systems, Advertising is an afterthought," Yusko said. "Aptify had invested time, thought and resources into their Advertising module."

IFA will use Aptify to improve their Business Intelligence capabilities so that they can better track their Return-On-Investment (ROI) and streamline processes and delete duplicate work via Aptify's Business Process Automation capabilities.

About International Franchise Association

The International Franchise Association, the world's oldest and largest organization representing franchising, is the preeminent voice and acknowledged leader for the industry worldwide. Approaching a half-century of service with a growing membership of more than 1,300 franchise systems, 10,000-plus franchisees and more than 500 firms that supply goods and services to the industry, IFA protects, enhances and promotes franchising by advancing the values of integrity, respect, trust, commitment to excellence, honesty and diversity. For more information, visit the IFA Web site at www.franchise.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 software offer greater flexibility, rapid implementation, high scalability and lower 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, California and Pennsylvania. Aptify has an active international partner presence in Australia, the United Kingdom, Canada, Denmark, Hungary and Finland. 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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