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FOR IMMEDIATE RELEASE**MICHIGAN ASSOCIATION OF CERTIFIED PUBLIC ACCOUNTANTS SELECTS
APTIFY AMS TO AUTOMATE BUSINESS PROCESSES**

Washington, D.C. (June 2, 2010) – The Michigan Association of Certified Public Accountants (MACPA), a professional organization that provides education, tools and resources to nearly 18,000 CPA and affiliated professional members in the state of Michigan has selected Aptify's Next Generation Association Management System (AMS).

MACPA Chief Technology Strategist Dan Todd says, "We needed an AMS that could help automate business processes to improve our service to members while increasing staff efficiency and productivity."

With the assistance of an outside consultant and two other CPA associations, MACPA embarked on their due diligence process. MACPA included a number of potential solution providers in their evaluation process, before selecting Aptify as their AMS solution of choice. "The level of customer service that we received from Aptify was far greater than any other AMS provider we considered, and one of the primary reasons that we selected the Company. Also, the technology really fit what we were trying to accomplish from a business process automation perspective," says Todd.

Utilizing Aptify AMS, MACPA will be able to access their most critical member-related data in powerful ways, such as creating and scheduling data views, generating pivot tables for quick analysis and setting up dashboards for simplified presentation of their most important operational data. And, Aptify's .NET platform will allow MACPA the ability to configure pricing models without expensive customization. Todd says, "From an executive perspective, we're looking forward to finally seeing a comprehensive picture of our membership, including who they are and what they do. The ability to pull data inside the organization and actually interpret the information will be a huge advantage, especially in our marketing and member outreach initiatives."

Aptify's Membership Management software will also impact the internal user work experience. Todd says we will be able to eliminate a number of manual spreadsheets, and because the data and business processes will be automated, the organization is expecting a cost savings in respect to staff time and productivity.

Aptify CEO Amith Nagarajan says, "We are delighted to welcome the Michigan Association of Certified Public Accounts to our Aptify User Community and growing list of CPA clients. This is a very exciting vertical for us and we look forward to aiding MACPA in the ultimate goal of continually increasing member value."

About Michigan Association Of Certified Public Accountants (MACPA)

The Michigan Association of Certified Public Accountants is a diversified, professional, member-driven organization serving nearly 18,000 CPAs and affiliated professionals throughout Michigan. Visit MACPA's web site at www.michcpa.org.



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. For more information visit www.aptify.com.

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