



CONTACT INFORMATION

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

FOR IMMEDIATE RELEASE**MEETING PROFESSIONALS INTERNATIONAL SELECTS APTIFY'S ASSOCIATION MANAGEMENT SYSTEM TO ACCELERATE GLOBAL BUSINESS PROCESS EFFICIENCIES**

Washington, D.C. (December 19, 2008) – Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, will implement Aptify's Association Management System (AMS) in all its facilities, which include locations in the Asia Pacific, Canada, Europe, Middle East and United States.

MPI's current system presented company-wide challenges for functionality, data extraction, analysis and usability. MPI CFO Greg Lohrentz says, "As these disparate systems evolved over time, MPI inherently created data platforms without standardization or common reporting tools necessary to run our businesses. The lack of usable data served as a red flag to our leadership team and triggered our search for a new AMS. The key to success in the selection was the leadership consensus that we were willing, if needed, to change our business process for the greater good of integrated data and reporting."

Ultimately, the main decision driver for MPI was data integration. Lohrentz continued, "Working closely with our Project Manager, Steve Mauk and Junior Tauvaa, Vice President of Member Care, we selected Aptify because they met our needs in managing and analyzing data, sharing information across all departments and fulfilling global specifications." Aptify will be used for managing MPI membership, events, governance, e-Business, and its global, multi-currency financial requirements across all business units.

Aptify's AMS is built atop its Application Lifecycle Platform that features a .NET and web-services based architecture. The Aptify Platform makes it possible for users and IT professionals to easily configure the system, streamline workflow and automate business processes. Additionally, Aptify's Meetings and Events functionality was especially attractive to MPI, as it includes robust project, customer and campaign management functionality, integrated order and registration processing and real-time reporting of all meeting logistics and related processes.

Lohrentz says, "From an IT perspective our expectations are simple: We want to lower the total-cost-of-ownership through the reduction of hardware and software systems. Our goal is to provide a user-friendly system that enables our staff to produce accurate data and reports, which will streamline daily activities and allow them to provide consistently accurate results to their respective customers."

Aptify CEO Amith Nagarajan commented, "MPI's selection of Aptify underscores our ability and commitment to the growing community of truly international associations and their complex needs. Aptify has focused on international business requirements, such as multi-lingual and deep multi-currency capabilities for years. It is our pleasure to partner with MPI and help them benefit from these capabilities."



About Meeting Professionals International

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps its members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 24,000 members belonging to 70 chapters and clubs worldwide.

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, Lebanon, PA and Roseville, CA. 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.

###