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FOR IMMEDIATE RELEASE

NATIONAL COUNCIL OF TEACHERS OF ENGLISH SELECTS APTIFY AS ITS NEW ASSOCIATION MANAGEMENT SYSTEM

Washington, D.C. (April 6, 2009) – National Council of Teachers of English (NCTE), an association devoted to improving the teaching and learning of English and the language arts at all levels of education, will implement Aptify's Association Management System (AMS) in all locations, which includes California, the District of Columbia and Michigan.

According to NCTE Chief Executive Officer Kent Williamson, Aptify was selected for two main reasons. Aptify had already built many best practices for association business processes into the core product. "Through the demos we were able to see how we could change our business processes in ways beyond the scope of our current system," says Williamson. Additionally, Aptify's commitment to partnership and team approach set the company apart from the competition.

A major initiative for NCTE is social networking, which was discussed during the sales process. Williamson says, "Aptify was ahead of its competitors in listening to our needs and planning how a Social Networking platform and AMS can work together."

Aptify's AMS application contains a centralized relationship management engine which can tie into leading social networks and private-branded services. User profile, relationship and interest information can be easily transferred between a social network and Aptify. NCTE plans to change their entire membership experience to revolve around a social networking strategy. Williamson says, "Big picture - we need a new way to add-value so that each member receives a personalized experience and can grow as a professional - Aptify gives us that potential."

Williamson commented, "Our expectations from a user perspective are simple. Without extensive effort, each member should be able to share information and receive services that are relevant to them and their teaching experience. IT will take advantage of improved integration and having data in a centralized location. The executive team is looking forward to utilizing new reports and dashboards to gauge how we're doing and whether or not we're achieving our goals."

Aptify CEO Amith Nagarajan says, "We're delighted to partner with NCTE. Leveraging Social Media along with Aptify technology will place NCTE on the forefront of this powerful and emerging strategy. Additionally, their planned use of our native, user-centric Business Intelligence tools will drive value to all levels of their staff and membership."

About National Council of Teachers of English

The National Council of Teachers of English, with 50,000 individual and institutional members worldwide, is dedicated to improving the teaching and learning of English and the language arts at all levels of education. For more information, please visit <http://www.ncte.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'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.

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