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FOR IMMEDIATE RELEASE

NATIONAL MOTOR CLUB OF AMERICA INVESTS IN NEW MEMBERSHIP MANAGEMENT SYSTEM FROM APTIFY

Washington, D.C. (April 29, 2009) – National Motor Club of America (NMC), one of the largest independently owned motor clubs in the United States, has chosen Aptify as its new Membership Management solution.

After using a custom developed solution for twenty-five years, NMC found their system could no longer support the growing needs of their organization and began to search for a new membership management solution. After researching accounting-based, insurance-based and membership-based systems, NMC found Aptify's easily configurable solution best suited their needs.

NMC's Chief Operating Officer Matt Krzysiak says, "Aptify has all of the major functionality we are looking for, and the flexibility of the Aptify Application Lifecycle Platform will allow us to integrate the pieces unique to NMC that we need to run our membership. I have no doubt that Aptify will greatly enhance our business."

A key factor in NMC's decision was Aptify's ability to process multiple payment structures simultaneously. NMC affords their customers a unique membership experience by offering a "pay-as-you-go," or perpetual membership, which requires the system to manage a high volume of continual payments, as well as scheduled transactions along multiple integration points. Krzysiak says, "As a general rule membership-based solutions are not equipped to handle this type of perpetual membership, however Aptify's standard functionality combined with its flexible Application Lifestyle Platform alleviated these challenges."

Aptify's enterprise solution is based on Microsoft .NET and SQL Server technology, which aligns with NMC's technology goals while providing the flexibility to efficiently manage business growth. NMC was especially impressed with Aptify's intuitive, user-centric Business Intelligence capabilities. Krzysiak commented, "The most important thing for us is access to information. We want to be able to efficiently operate our business and provide scalability in everything we do."

In the future, NMC will also use Aptify's Case Management application to manage the unique needs of their claims division.

Aptify's CEO Amith Nagarajan says, "NMC's selection of Aptify reflects the powerful combination of best-practices for member-based organizations coupled with Aptify's class leading configuration capabilities. We are excited about the innovations NMC will bring to their membership with the power of our platform supporting them."



About National Motor Club

National Motor Club of America, Inc. is one of the largest independently owned motor clubs in the United States, marketing its private label benefits and services to the traveling public through a direct sales force. Since 1956 NMC has focused on providing high quality emergency roadside assistance, membership fulfillment and other travel related services to individuals that require superior benefit coverage and unmatched value.

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 offers great 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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