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FOR IMMEDIATE RELEASE**THE NEW YORK STATE SOCIETY OF CPAs SELECTS
APTIFY'S ASSOCIATION MANAGEMENT SYSTEM**

Washington, D.C. (April 16, 2009) – The New York State Society of Certified Public Accountants (NYSSCPA), the nation's first and one of the largest statewide professional accounting organizations, will implement Aptify's Association Management System (AMS).

NYSSCPA began its search for a new AMS in July, 2008. NYSSCPA Operations Managing Director Alan Schmelkin says, "Because our society is dedicated to providing membership services to Certified Public Accountants (CPAs), our decision relied heavily on financial reporting and accounting capabilities. After evaluating more than 30 AMS vendors, Aptify emerged as our clear first choice."

Aptify demonstrated a job costing application that made it unique among AMS providers. This capability provides workflow for managing event and other product cost capabilities and offers seamless integration with the A/P system of choice. Utilizing this functionality, NYSSCPA will gain enhanced workflow and efficiency, while simultaneously improving customer service.

NYSSCPA also needed a solution that could grow with the organization. Schmelkin says, "Our previous system was helpful when we purchased it back in 2000, however the system was not able to grow with our organization over time. We couldn't make any modifications on our own."

Additional factors in the NYSSCPA selection include the ease of creating new efficiencies in member data management, improving service levels through robust business intelligence, the full-cycle A/P integration between Aptify applications and the general ledger, and mitigating risk of software obsolescence through Aptify's proven track record of upgradability. The Board and management also recognized the significant total cost of ownership advantage gained from the Aptify Application Lifecycle Platform.

Aptify's Application Lifecycle Platform makes it possible for organizations to easily configure applications to meet unique needs as well as integrate with third party products. Another critical reason Aptify was selected was the company's unparalleled commitment to upgradability and the corresponding track record in the community for providing technology to manage complex upgrade processes.

Aptify CEO Amith Nagarajan says, "We are excited to see NYSSCPA join the growing group of Aptify clients in the accounting and financial sector. The Aptify Application Lifecycle Platform, coupled with our focus on the unique functional needs of CPA societies, has resulted in success for many other groups. We look forward to NY joining the Aptify User Community."



About The New York State Society of CPAs

The New York State Society of CPAs represents almost 30,000 CPAs in business, education, government and public accounting. The New York State Society's members not only meet statutory and regulatory requirements as CPAs, but also embrace the highest standards of professional and ethical performance. This is achieved through ongoing professional education, comprehensive quality review and compliance with a strict Code of Professional Conduct.

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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