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## **FOR IMMEDIATE RELEASE**

### **PUBLISHING TECHNOLOGY CHOOSES APTIFY TO POWER ITS NEXT GENERATION OF SOFTWARE APPLICATIONS FOR PUBLISHING INDUSTRY**

**Washington, D.C. (August 13, 2008)** Publishing Technology, the largest provider of software to the publishing industry, has chosen Aptify Corporation, a software technology and business solutions company, to power Publishing Technology's next generation of enterprise software.

Publishing Technology supports information providers with technology and services that meet evolving and wide-ranging publishing needs. Their software powers efficient publishing processes and enables agile content delivery, while their complementary sales and marketing services drive revenue growth for their clients.

Publishing Technology has made the strategic choice to leverage their deep industry knowledge gained from 30+ years of servicing the publishing industry and focus more precisely on building and delivering applications that empower their clients to truly integrate online and offline content and maximize returns.

As part of this effort, Publishing Technology has chosen Aptify Corporation's Application Lifecycle Platform as the foundation to power their new line of software applications for the publishing industry. Aptify's Application Lifecycle Platform will provide Publishing Technology's new applications with significant levels of flexibility, allowing their customers to more quickly and easily adapt and excel in the rapidly evolving publishing industry, where traditional competitive advantages are now challenged in this digital age.

Publishing Technology's Brian Gibson says, "We want to focus our R & D energies on developing and delivering precisely those applications that will truly enable our customers to better leverage and maximize their content in an ever-changing publishing environment. Aptify provides us with a tried and tested development framework that contains the flexibility and functionality to enable us to build and deploy the precise solutions our customers require."

Aptify's Application Lifecycle Platform is a framework for developing, deploying, and maintaining enterprise business applications with an unprecedented level of flexibility and efficiency. The Application Lifecycle Platform provides a layer of sophisticated technology on top of Microsoft® .NET that complements and extends the .NET Framework.

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Aptify Chairman and CEO Amith Nagarajan says, "We are pleased to partner with Publishing Technology. The combination of Publishing Technology's extensive experience in the publishing environment with the flexibility and power of the Aptify Application Lifecycle Platform will create enormous value for Publishing Technology's current and future customers. The relationship between Publishing Technology and Aptify reflects the unique and deep ability of the Aptify technology to power a wide range of vertical market application software."

### **About Publishing Technology**

The Publishing Technology group enables publishers to focus on their core competences by outsourcing technology requirements to a single, trusted partner. It is the largest provider of software and services for the publishing industry, servicing eight out of ten of the world's largest publishers. The group's proposition uniquely spans front and back office systems – complemented by a range of business development services – to provide the industry's only end-to-end suite of software specifically designed to support the publishing process.

Capabilities cover editorial & production, product information, distribution & fulfillment, content conversion & hosting, website development, sales representation, marketing programs, information commerce, customer care, rights & royalties and business intelligence. All application modules can be configured independently to meet specific publishers' needs and to allow flexible integration with existing systems. Associated sales and marketing services include consultancy and research, sales representation and telemarketing.

### **About Aptify**

Since its inception in 1993, Aptify has grown to be a leader in enterprise application software. Aptify provides a variety of business solutions including membership management, subscription and publication fulfillment, exposition and meeting management, and e-Business. Aptify powered software offers greater 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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