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FOR IMMEDIATE RELEASE

APTIFY HOLDS ITS 2008 USERS CONFERENCE, "MAKING THE MOST OF APTIFY"

Washington, D.C. (October 14, 2008) – Aptify, a leading international provider of association and member-relationship management software, e-Business, education management and other applications, held its 2008 Users Conference, September 14-17, in Chicago, IL.

The conference included representatives from customer organizations, technology consultants and Aptify's international partners.

The theme of the conference, "Making the Most of Aptify", was established by a panel of customers from several organizations who had expressed a desire to learn how to make better use of their current systems. The focus blended a review of the upcoming Aptify 5.0 release, while also taking a look at areas within the current version of the product that could be used more effectively.

A number of individuals from the client community contributed to the content and success of the event. Highlights included a presentation focusing on Business Intelligence Principles that was co-presented by Microsoft, and a session on Social Networking, presented by Don Dea, co-founder of Fusion Productions.

The 2008 Aptify Users Conference also served as the launch event for the release of Aptify 5.0. Aptify 5.0 offers several enhancements, including a refreshed user interface, numerous improvements to role-based profiles, several new business application capabilities built into the core product, and platform enhancements. The Beta version of Aptify 5.0 was released on July 31, 2008 - the final release will occur in Q4 of this year.

During the conference, the Aptify User Community, the independent community group run by Aptify users, ratified its bylaws and selected their new board members. This is an exciting development, as Aptify will now have an enhanced, independent group dedicated to providing input on products, services and future Users Conferences.

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, Roseville, CA and Lebanon, PA. 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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