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FOR IMMEDIATE RELEASE

Email Marketing and Marketing Automation Solution announced for SageCRM

Swiftpage takes the last step with the Sage CRM Solutions product suite and provides an email marketing and marketing automation integration for SageCRM

Englewood, CO – March 25, 2009 – Swiftpage, the leading integrated email marketing and marketing automation solution for ACT! by Sage and Sage SalesLogix announces the release of their integration with SageCRM, Sage Software’s mid-market CRM software solution.

Swiftpage has been providing world class marketing technology for ACT! by sage since 2004 and Sage SalesLogix since 2006. By adding SageCRM to their integrations, the entire Sage CRM solutions suite may use the same powerful functionality to reach out to their contacts via email marketing activities, gather valuable information with surveys and web forms and drive sales initiatives through a unique contact ranking feature.

From the most basic functionality like sending an email to a list of contacts directly from the SageCRM database environment to a sophisticated automated marketing plan that sends a series of marketing messages to contacts based on their database criteria, Swiftpage for SageCRM saves the marketing department time and money while delivering results to the sales team that they can take action upon. Swiftpage has integrated in a fashion to work within the most familiar SageCRM user environments so as to remain consistent with the existing workflows.

“Not only are we excited to offer the Swiftpage for SageCRM integration to a new segment of end customers, but we have over 600 channel partners that are tied to the Sage CRM Solutions suite,” Says Dan Ogdon, Director of Marketing for Swiftpage, “and many of them resell Swiftpage bundled with either ACT! or SalesLogix. With the release of Swiftpage for SageCRM we are glad to strengthen our channel’s current offering.”

About Sage CRM - SageCRM is an easy-to-use, fast-to-deploy on-site CRM solution with out-of-the-box but configurable business processes. It provides enterprise-wide access to vital customer information—anytime, anywhere—so you can manage your business with an integrated approach to inside and field sales automation, customer care, and marketing

About Swiftpage - Swiftpage is an email marketing company that is changing the way traditional email is used. Swiftpage uses the results of email blasts to drive sales activities that help engage the most interested contacts. In addition, Swiftpage brings enterprise level marketing automation functionality to the small to mid-sized business marketplace through their Drip Marketing solution. Swiftpage is proud to integrate with the leading small business database applications including ACT! by Sage, Sage SalesLogix, SageCRM, Microsoft outlook, Microsoft Excel and provides a robust hosted solution for non-integration customers.

