Tango Marketing LLC

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Tango Marketing and SwiftPage Email Enter Into Strategic Alliance

Service Gives Sage Software Business Partners An Effective Option For Emailing *info Newsletters

Edmonds, WA—June 17, 2005—Tango Marketing, LLC announced a strategic alliance with SwiftPage Email to offer an option to Sage Software® Business Partners for sending Tango's *info newsletters via email.

Tango provides the *info newsletter for 13 different Sage Software products, in both printed and email formats. Partners distribute the email version of the *info newsletters by emailing an HTML page to recipients that includes a link to the actual newsletter residing on the partner's Web site.

Finding an email engine to accurately and effectively deliver the message can be challenging. Many of the most common email engines used by partners do not allow WC3 compliant HTML email messages to be sent—which can adversely affect the appearance and readability of the message. Another common problem is service that limits the batch size making a large distribution very time consuming.

SwiftPage Email is an online server-based email marketing solution capable of sending pure HTML, and is virtually unlimited by batch size. Using SwiftPage Email as the vehicle for distributing the email newsletter announcement means the messages are more likely to get through in the precise format that partners intend.

In addition to allowing pure HTML messages, using SwiftPage Email partners can personalize their message with the recipients' names and track a number of valuable marketing statistics. Spam law support is included, such as opt-out management and partners' postal address present in every email.

"Tango's *info newsletters have proven to be an effective tool for communicating with clients, prospects, and alliance partners," explained Bryan Johnson, president of Tango Marketing, "Distributing the newsletters via email allows business partners to reach a large audience efficiently and cost effectively. SwiftPage Email offers tools and features that not only help ensure the newsletter gets delivered, but is delivered with a professional look and in compliance with anti-spamming regulations."

SwiftPage Email offers either a hosted version or a fully-integrated add-on solution for ACT! users that allows users to send an email campaign directly from ACT! using the SwiftPage email servers. SwiftPage Email updates contact history information automatically with every campaign sent.

"Using the sophisticated tracking statistics SwiftPage Email offers, business partners can track the number of unique openings of the email, the number of click-thrus, forwards, and Web views allowing them to measure the effectiveness of their campaigns," explained Johnson, "We utilize SwiftPage Email internally for our email communications, and consider the company a key technology partner."

"The alliance between Tango Marketing and SwiftPage Email provides a doubly effective tool for Sage Software Business Partners," said Bob Ogden, CEO of SwiftPage Email. "Partners benefit by providing the best content available to their clients, with that content delivered in the most efficient means possible."

About SwiftPage Email

Based in Denver, Colo., SwiftPage Email brings the power of email marketing to every sales force. SwiftPage Email is an outsourced server-based solution that is either a hosted application or works within ACT! to help marketing and sales teams promote products and services using e-mail with open and click-though tracking, a variety of custom templates, compliance with CAN-SPAM laws and other features. For more information, please visit www.SwiftPageemail.com.

About Tango Marketing, LLC

Tango Marketing specializes in providing targeted marketing programs exclusively to Sage Software® Business Partners. The company's *info newsletters are part of the Sage Software Turnkey Marketing Program making them eligible for generous co-op reimbursement. Currently Tango publishes newsletters for: MAS 90® and MAS 200®, MAS 500®, ACCPAC Advantage Series™, ACCPAC Pro Series®, ACCPAC CRM™, SalesLogix®, ACT!®, Abra Suite®, BusinessWorks®, Timberline®, Timeslips®, Peachtree®, and MIP®. In addition to its *info newsletters, Tango provides Sage Business Partners with services such as: Web Site Development, Search Engine Optimization, Success Stories, Corporate Brochures, and Direct Mail. For further information call (800) 781-1377 or visit www.tango-marketing.com.