383 Inverness Parkway
Suite 240
Englewood, CO 80112

Press Contact:
Missy Lucnik
(303) 978-1000
mlucnik@swiftpageemail.com

SwiftPage Email Launches Improved ACT! Interface

New Features Coordinate Businesses' Marketing And Sales Efforts By Identifying Hot Prospects And Creating Custom Call Lists Within ACT!

Englewood, CO - March 9, 2006 - SwiftPage Email today announced the availability of SwiftPage Email Pro for ACT! by Sage, an integrated email marketing solution that integrates with the popular ACT! by Sage contact management software. SwiftPage Email Pro includes broad new functionality that enables businesses to better manage, analyze, and capitalize on their email marketing efforts.

SwiftPage Email offers the unique ability to monitor and track the results of each email marketing campaign through detailed graphical reports on who opened the email and what they clicked on, then assigning a score to rank prospects for target segmenting. Sales Managers can compare sent, opened, and clicked rates by each team member, while Marketing Managers can see how effective the email content is by analyzing the campaign across multiple users. Marketing departments can develop core messaging content using custom or ready-made templates, while each sales team member can personalize their message to ensure true one-to-one marketing. Messages may be sent from within Outlook, ACT! by Sage, Sage CRM SalesLogix, or through SwiftPage Email's host. SwiftPage Email is a permission-based email marketing service, and is fully compliant with the CAN-SPAM law.

"Using SwiftPage Email Pro for ACT!, businesses can better organize and coordinate their sales and marketing efforts," says Bob Ogdon, president and CEO of SwiftPage Email. "Now, rather than sending email marketing blasts and simply hoping for the best results, SwiftPage Email Pro enables users to monitor and analyze the results of those campaigns in real time, identifying those individuals that showed the most interest in the mailing and creating a SwiftPage Call List within ACT! to target those hot prospects first."

Tracking Open, Click, and Score Data In ACT!

SwiftPage Email Pro allows users to bring click, open, score, and status statistics into ACT!. As recipients open an email marketing message and click various links contained within, SwiftPage Email captures this activity and assigns it a score. This score, bounce, duplicate and opted-out data may then be brought into ACT! to provide a history of the results for each marketing campaign.

Create Targeted Call Lists Of Hot Prospects

Once score statistics are brought into ACT!, users can instantly create a custom SwiftPage Call List inside of ACT! with the most active prospect at the top of the list. Salespeople can use this call list to target the most interested prospects first, clicking down the call list and accessing all of the contact data, recording notes or scheduling appointments. SwiftPage Call Lists enables businesses to identify the most interested prospects and and give those prospects priority, boosting sales and shortening the sales cycle.

Schedule Email Blasts

The new scheduling feature of SwiftPage Email Pro allows users to select a specific date and time to send an individual message or group of messages. Entire campaigns can be created and scheduled well in advance of the send date, enabling marketing departments to better plan and organize their efforts.

Expanded Mail Merge

Now every ACT! field, including custom fields, can be included in the SwiftPage Email Pro Mail Merge. Email marketing messages can now be tailored to deliver a customized, highly targeted message.

Custom Survey Look

Querying customers has long been recognized as an ideal way to focus a company's marketing efforts. SwiftPage Email Pro allows businesses to create surveys that match their marketing material, including custom HTML backgrounds and a choice of fonts and colors. Survey visitors may be directed to a specified landing page or URL upon completion to present a cohesive branding image.

Pricing and Availability

SwiftPage Email Pro for ACT! offers a comprehensive set of features and functionality designed to allow businesses to coordinate sales and marketing efforts, shorten the sales cycle, and increase close rates. SwiftPage Email Pro is available now. For pricing, additional information, or an on-line demonstration please visit www.swiftpageemail.com.

About SwiftPage Email

SwiftPage Email is a subsidiary of Summit 5, a software development company whose founders have a passion for changing the way people communicate. SwiftPage Email was designed to make email marketing one of the most cost-effective tools. It is simple and accessible to individuals and organizations of all types and sizes. In addition to its stand alone on-line email service, SwiftPage Email is the first server-based email management system to be fully integrated into ACT!, the leading contact management system in the world. SwiftPage Email takes performance, security, and reliability very seriously. Servers are hosted by Viawest and Sunguard, two different co-location companies in Denver, Colorado. Internet connectivity is provided by separate backbones from separate carriers assuring that the SwiftPage Email system is always online.