



For Immediate Release

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## **Tango Marketing Selected As Sage Software Channel Marketing 2006 Preferred Vendor Of The Year**

### **\*info Newsletter Program Receives Highest Channel Marketing Satisfaction Scores**

**Edmonds, WA—May 17, 2006—Tango Marketing LLC** announced today that it was selected by Sage Software as the 2006 Preferred Vendor of the year. The honor was bestowed by Sage Software after Tango Marketing's Turnkey \*info Newsletter Program received the highest partner satisfaction scores in Sage Software channel marketing's annual business partner survey. This satisfaction score was determined by a business partner survey where partners said Tango Marketing was the vendor they would most likely recommend.

Sage Software Preferred Vendors offer various marketing services to Sage Software Partners. Tango Marketing is the only Preferred Vendor to offer product newsletters. \*info Newsletters are branded with the Sage Software Business Partner's logo and contact information and are sent to clients, prospects, and alliance partners as an easy and informative marketing communications tool.

"Tango Marketing is an ideal vendor for our Preferred Vendor Program, because the firm delivers quality products and services, tailored to the needs of Sage Software business partners, at a value price," said Kelly Balarie, marketing manager, channel marketing at Sage Software. "Tango's newsletters received the highest satisfaction score of any Preferred Vendor marketing tool; meaning partners are using the newsletters and finding strong value in them."

"Sage Software has always worked to support its partners by offering products and services that help partners promote and grow their businesses while building strong, lifetime relationships with their clients," said Tom Hume, vice president of channel marketing at Sage Software. "The \*info Newsletters from Tango Marketing are helping business partners do just that."

Tango Marketing produces 12 different \*info Newsletters for various Sage Software product families, including: Sage MAS 90 and 200 ERP, Sage MAS 500 ERP, Sage Accpac ERP, Sage Pro ERP, Sage PFW ERP, Sage Timberline Office, Sage BusinessWorks, Sage CRM SalesLogix, Sage CRM, ACT! by Sage, Sage Abra HRMS, and Sage Nonprofit. Most newsletters are available in a two or a four-page layout and can be ordered in a print or email version. Every newsletter is pre-approved for co-op reimbursement through the Sage Software Preferred Vendor Marketing Program.

In addition to its \*info Newsletters, Tango Marketing offers Web site development and search engine optimization, success stories, corporate brochures, postcards, and press releases, all supporting Sage Software Partners.

### **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 Preferred Vendor Program making them eligible for generous co-op reimbursement. Currently Tango Marketing publishes \*info Newsletters for: Sage MAS 90 and Sage MAS 200, Sage MAS 500, Sage Accpac, Sage Pro, Sage CRM, Sage CRM SalesLogix, ACT! by Sage, Sage Abra HRMS, Sage BusinessWorks, Sage Timberline Office, Sage MIP Fund Accounting and Sage Fundraising, and Sage PFW. In addition to its \*info newsletters, Tango Marketing 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](http://www.tango-marketing.com).