



For Immediate Release

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Tango Marketing Announces New “Super SEO” Press Release Program

New turnkey press release marketing program includes targeted industry and location-based distribution and search engine optimization (SEO) techniques that increase visibility and Web site link-backs.

Edmonds, WA - February 10, 2009 - Tango Marketing, LLC. today announced a new, highly targeted press release marketing program designed to help software and technology companies increase Web site traffic, boost search engine rankings, and generate favorable publicity within a targeted industry or geographic location.

Termed the “Super SEO” (Search Engine Optimization) press release program, this new tool allows software companies to target one or more specific industries, locations, and publications with their press releases-to better ensure their news makes it into the hands of potential buyers and interested journalists. It also includes built-in hyperlinks that drive readers to relevant content on a customer’s Web site. The Super SEO press release program is a turnkey solution including copywriting, optimizing, wire service release, and results tracking.

“What makes our program unique is that we do the research and incorporate the techniques that get our customers’ press releases read,” said Bryan Johnson, president of Tango Marketing. “On average, one of Tango’s press releases is read nearly 500 times, downloaded more than 100 times, generates 96 Google link-backs to our customers’ Web sites, and makes more than 46,000 Internet impressions. We expect that our Super SEO press releases will produce even better results for our clients because we are targeting the most likely readers.”

In conjunction with its Super SEO program announcement, Tango Marketing has published an informative white paper, entitled “Press Releases – The Right Tool at the Right Time” that details how companies can harness the power of the press and the Internet to increase visibility. The white paper is available at www.tango-marketing.com/press.

About Tango Marketing, LLC.

Tango Marketing specializes in turnkey marketing and channel marketing programs for software and technology companies, including press releases, success stories/case studies, newsletters, Web site development, Search Engine Optimization, corporate brochures, e-mail templates, direct mail, and general business copywriting services to assist software and technology companies in effectively promoting their products and services. Especially for Sage channel partners, Tango Marketing publishes *info Newsletters for: Sage MAS 90 and Sage MAS 200, Sage MAS 500, Sage Accpac, Sage Master Builder, SageCRM, Sage SalesLogix, ACT! by Sage, Sage Abra HRMS, Sage BusinessWorks, Sage Timberline Office, Sage Nonprofit Solutions, and Sage PFW. Learn more at www.tango-marketing.com or by calling (800) 781-1377.