

Swiftpage And BrainSell Technologies Bring Email Marketing To New Markets Commercial Real Estate, Construction, and Personal Wealth Management Industries To Benefit from Targeted Marketing Tools

Englewood, CO—May 8, 2006—Swiftpage, the email marketing specialists today announced a partnership with BrainSell Technologies LLC, a leading provider of customer relationship management (CRM) solutions for businesses. The partnership enables BrainSell to provide enhanced email marketing capabilities and sales automation benefits to its clients who use Sage CRM SalesLogix in the commercial real estate, construction, and personal wealth management industries.

BrainSell uses Swiftpage to enhance its own customer and prospect communications and recommends the solution to its clients. Swiftpage for Sage CRM SalesLogix empowers businesses by delivering detailed metrics concerning the effectiveness of marketing campaigns directly into their CRM software, where the results can be organized, analyzed, and directly acted upon. Using Swiftpage, managers can monitor and analyze the results of their campaigns in real time, identifying those individuals that showed the most interest in the mailing and creating a Swiftpage Call List within Sage CRM SalesLogix to target those hot prospects first.

“We started by using Swiftpage for Sage CRM SalesLogix for our internal email marketing campaigns,” said Jim Ward, president of BrainSell. “With Swiftpage we were able to bring email campaign and survey data back into Sage CRM SalesLogix which allowed us to make the best use of those results. We are now offering this excellent service to all of our customers. The level of service from Swiftpage has been outstanding.”

“We are excited to be working with a leader in the Sage CRM SalesLogix channel, said Bob Ogdon, president and CEO of Swiftpage. “BrainSell was part of the prestigious Sage Software President’s Circle in 2005 and has focused on markets that truly need email marketing and can use our unique scoring system to provide the salesperson with a prioritized Swiftpage Call List. We have a channel strategy that is exemplified by this relationship.”

Swiftpage for Sage CRM SalesLogix is sold and supported through business partners such as BrainSell or is available directly from Swiftpage at www.swiftpage.com.

About BrainSell Technologies LLC

BrainSell Technologies LLC is a leading consulting based organization that specializes in implementing CRM technologies since 1994 to North America’s fastest growing organizations. With offices in Massachusetts, Ohio and Virginia, BrainSell provides the combination of leading proven technologies, implementation expertise and ongoing support to enable successful long-term partnerships with their customers.

About Swiftpage

Swiftpage is a subsidiary of Summit 5, a software development company whose founders have a passion for changing the way people communicate. Swiftpage was designed to make email marketing one of the most cost-effective tools. Swiftpage offers the unique ability to monitor and track the success 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 host. Swiftpage is a permission-based email marketing service, and is fully compliant with the CAN-SPAM law.