



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

2010 Marks the Most Successful Year for Aspire Technologies, Inc.

Last year was a record-breaking year for Aspire Technologies, Inc. with the highest grossing month, highest grossing year in the company's 17-year history, and new strategic partnerships.

ORLANDO, FL (PRWEB) January 31, 2011 — Aspire Technologies, Inc., a leading provider of sales quoting and proposal generation software solutions for the global small and mid-markets, reports 2010 as its most successful year in the company's 17 year history.

December 2010 was also the highest grossing sales month in the company's history and contributed to breaking the company's single-year sales record.

Even though budgets are tight in this economy, companies in every industry are seeing the inherent value of QuoteWerks and are choosing to spend their budgets on solutions that will make them more successful and competitive in the marketplace. QuoteWerks does not just save businesses time and money; it generates revenue by helping to close more sales through quickly turning around accurate and attractive quotes and proposals.

The quoting and proposal space is a fast growing and virtually untapped market. Many companies are starting to realize the benefits of implementing quoting software across their organization as a replacement for their inadequate and inefficient Word and Excel based systems of quote generation.

"Last year was a landmark year for QuoteWerks. The exceptional sales revenue in December was a result of a shift in our development focus," said John C. Lewe IV, President, Aspire Technologies, Inc. "While typically focusing on third-party integrations, the QuoteWerks development team focused on core QuoteWerks functionality; providing our community with the tools they need to be more successful."

Aspire made a significant impact on the IT community last year by writing a widely adopted integration to one of the leading PSA solutions, ConnectWise. "Our community driven integration between QuoteWerks and ConnectWise implements features based on customer feedback and suggestions, delivering increased productivity and efficiency to sales processes," said Brian Laufer, Vice President, Aspire Technologies, Inc. "Our ConnectWise integration significantly improves the user experience over the integration previously written by ConnectWise"

Aspire's growth in 2010 is not only the result of product features they have added, but also through the development of new partnerships.

One of the strategic alliances Aspire made last year was with Etilize. Etilize, the world's largest product distribution network, is an online content provider, which supplies product data solutions from 20,000 different manufacturers, including over 7 million products in 20 different languages. Etilize provides rich product content for clients such as amazon.com, ebay, overstock.com, Ingram Micro, D&H, and more. Aspire is now able to provide this same rich content to its customer base from the cloud.



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Aspire also expanded their UK market by writing real-time pricing and availability integrations to UK IT distributors WestCoast and NorthAmber. Westcoast Limited is a privately owned IT and electronics distributor. Founded in 1984, it has grown to become one of the UK's largest distributors. Northamber is the longest established trade-only distributor of IT equipment in the UK since 1980.

The QuoteWerks worldwide reseller channel experienced significant growth in 2010. Providing useful resources for the channel including a dedicated Channel Manager, Partner Portal, and monthly Partner Boot Camps resulted in the on boarding of 85 new resellers last year.

A significant portion of 2010's revenue was from their existing customer base including customers such as Scholastic and S.P. Richards. Scholastic Corporation (NASDAQ: SCHL), headquartered in New York, NY, is the world's largest publisher and distributor of children's books. S.P. Richards Company, headquartered in Atlanta, Georgia is one of North America's leading business products wholesalers. They distribute over 30,000 business products to a network of over 7,000 resellers in the United States and Canada.

QuoteWerks continues to outperform their customer's expectations. Aspire Technologies, Inc. has made great progress in 2010 by adding features that improve the sales quoting process and created successful partnerships.

Aspire plans to hire across all divisions including adding new representatives in Sales, Technical Support and Development in 2011.

QuoteWerks starts at \$199 (one time fee) with concurrent licensing offering businesses a uniquely cost effective, robust quoting, proposal, and ordering solution.

About Aspire Technologies and QuoteWerks®

Aspire Technologies, Inc., the developers of QuoteWerks, is one of the early pioneers of the Quoting Software space. QuoteWerks has received numerous awards and is the market leading sales quoting and proposal solution serving over 58,000 users in over 101 countries. QuoteWerks® integrates with leading CRM, PSA, and accounting packages, along with IT distributors D&H®, Ingram Micro®, SYNEX®, and Tech Data®, enabling businesses in all industries to integrate QuoteWerks® seamlessly into their existing environments. Aspire Technologies is headquartered in Orlando, Florida and is a Microsoft Gold Certified Partner. For more information, please visit www.quotewerks.com, www.quotewerks.com/twitter, www.quotewerks.com/youtube, or www.quotewerks.com/facebook.

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