

**FOR IMMEDIATE RELEASE CONTACT**

September 9, 2014 Nick Carter

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**ADDRESSTWO RELEASES VERSION 2.0 OF ITS POPULAR CRM SOFTWARE***First Major New Release in Company's Six-Year History Marks Major Overhaul, Signals New Company Direction*

After literally hundreds of point releases over six years on the company's aging CRM platform—originally developed by lone-founder Nick Carter in 2008—the newly redesigned version marks not only dramatic improvements in the core product, but also big changes for the company's future strategy.

“We didn’t just build a new version, we built a new company,” Nick Carter explained. In October of last year, AddressTwo spun off ProtoCRM, a company offering white-labeled CRM software to be branded and tailored for the myriad of marketing and sales systems to which small businesses subscribe. ProtoCRM’s first customer, however, was none other than AddressTwo. In other words, the new AddressTwo version is one of many privately branded constructions of the highly customizable ProtoCRM platform.

“CRM for small business is a crowded market,” Carter says, “but our future will be in the malleability of the ProtoCRM platform.” The company intends to adapt new CRM offerings in partnership with authors, trainers, and thought-leaders to fill ever-narrower niches that exist in the small and medium business sector. “In truth,” Carter added, “AddressTwo is the third customer for ProtoCRM. Two other niche-focused CRM offerings are in commerce today— built confidentially, of course—on the ProtoCRM platform.”

“AddressTwo is as strong as ever and will only continue to impress customers looking for a simple CRM solution,” added Troy Hanna, president of AddressTwo. “We have a loyal and growing base of users that are very excited for the new version.” New customers are being introduced directly to version 2.0 starting Monday, September 8th. The first wave of migrations for existing users will begin later in September and continue in phases as functionality on the new version grows to meet some of the more intricate features that long-established customers rely on in the original platform.

To learn more about AddressTwo, visit [www.addresstwo.com](http://www.addresstwo.com). To learn more about ProtoCRM, visit [www.protocrm.com](http://www.protocrm.com).

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