



Your Event, Made Simple™

For Immediate RELEASE:

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SignUp4 Announces Record Sales, Record Profits, and Record Client Growth for 2004

ATLANTA, GA., December 31, 2004. SignUp4, the leading provider of registration, survey and data management solutions to the Fortune 2000, today announced company results for the year ending December 31st. Annual revenue, client acquisition and profitability all set company records in 2004.

Sales efforts continue to outpace expectations with revenue nearly doubling that from FY2003. Client acquisition expanded at record rates with the inclusion of household named companies such as HealthStar Communications; US Bank; LaSalle Bank; and Cargill, Inc. Many of SignUp4's corporate clients signed multi-year agreements, signifying the market's continued confidence in the company's stability and longevity. The company continues to remain one of the only profitable providers in the industry, with profits continuing to keep pace with its sales growth.

The company's marketing efforts continued to gain momentum in 2004, with a registration growth rate of 395% over 2003 and the company continuing to enjoy coverage in such industry standards as The Meeting Professional magazine. The company's website received enhancements to several of its pages, necessitated by significant functional additions to its industry leading application, The Event Management System™. 2005 will see continued expansion in the company's marketing efforts with both print and web ad campaigns unfolding during the first half of the year.

SignUp4's development team released functionality in unprecedented volumes during 2004. New features included a Budgeting and Task Management module for tracking event spend; GDS integration; hotel room block management; roommate matching; event calendars; and a new planner dashboard for consolidated views across all events

under management within the system. Both Client Services and Development received personnel additions to accommodate growth and maintain client support levels expected by SignUp4 customers.

“We continue to expand at exceptional rates”, comments Nick Romano, SignUp4 President and co-founder. “We went head-to-head in very competitive sales cycles and won. Our sales, marketing and development teams are firing on all cylinders and it is reflected in our numbers. 2004 was a breakout year for SignUp4 and 2005 looks to continue to build upon our successes from last year.”

About SignUp4

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for event planners and corporate entities. Clients enjoy an enhanced event planning and management experience through flexible, quality solutions. You can visit SignUp4’s website at www.signup4.com or call at 404.237.8945.