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**FOR IMMEDIATE RELEASE**

**Sutherland Asbill & Brennan Chooses SignUp4's The Event Management System as Firm Standard**

**Atlanta, September 2, 2005** -- Sutherland Asbill & Brennan, one of the nation's most prestigious law firms, has chosen SignUp4's The Event Management System as its 2005-2006 online event technology software. After evaluating several online event management products, the strengths of the SignUp4 product came to the forefront through its ease of use, training capabilities, and web-based nature.

"We found that SignUp4 better suited our needs than other products on the market," said Sutherland's Chief Marketing Officer, Kim Perret. "There is much more flexibility in creating custom templates and the pricing and licensing fees are very reasonable. The project management component is also extremely helpful."

The firm has found the product useful for both internal and external events, especially as a tool for tracking attendees to events, symposiums, and seminars and then integrating the data into their CRM and Interaction software programs. In addition, the firm anticipates SignUp4's new "continuing education" module that will allow their Professional Development Department to monitor attorneys' continuing legal education (CLE).

**About Sutherland Asbill & Brennan**

Sutherland Asbill & Brennan LLP is a national law firm known for solving challenging business problems and resolving unique legal issues for many of the nation's largest companies. Founded in 1924, the firm has grown to more than 425 lawyers with offices in Atlanta, Austin, Houston, New York, Tallahassee and Washington. For further information about the firm, please visit [www.sablaw.com](http://www.sablaw.com).

**About SignUp4**

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for event planners, corporate and government entities. Clients enjoy an enhanced event planning and management experience through flexible and easy to use quality solutions. For more information, please visit [www.SignUp4.com](http://www.SignUp4.com) or call (404) 237-8945.

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