



For Immediate RELEASE:

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TIAA-CREF Selects SignUp4 as Online Registration Software Provider

ATLANTA, GA, November 14, 2005. SignUp4, the leading provider of registration, survey and data management solutions to the Fortune 2000, announced that New York City based TIAA-CREF has chosen SignUp4 as their provider for online event registration applications. The company cited ease of use, the ability to manage multiple attendee types in a single database, and the ability to private brand sites as reasons for their decision.

TIAA-CREF is a nationally recognized financial services organization and leading provider of retirement security in the academic, medical and cultural fields. The company plans to utilize SignUp4's "The Event Management System™" to manage a variety of meetings including company forums.

TIAA-CREF will begin to immediately utilize SignUp4 applications to manage events and meetings throughout the 2005/2006 calendar year.

About TIAA-CREF

TIAA-CREF is a national financial services organization and the leading provider of retirement services in the academic, research, medical and cultural fields. With more than \$360 billion in combined assets under management (9/30/05), TIAA-CREF is ranked one of *Fortune* magazine's 100 largest U.S. companies (April 2005). Further information can be found at <http://www.tiaa-cref.org>.

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 SignUp4's website at www.SignUp4.com or call at 404.237.8945.