



**For Immediate RELEASE:**

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## **SignUp4 Announces Availability of Its Newest Release, The Event Management System™, Version 3.0**

**Atlanta, GA, May 30, 2003.** SignUp4, the leading provider of registration, survey and data management solutions to the meetings management industry, today announced the general availability of version 3.0 of its industry leading product, The Event Management System™.

This release represents the broadest and most stringently tested product released in the company's history. Center stage is the new architectural design based on Microsoft's .NET® architecture. Inclusion of this proven technology represents a milestone for the company and a first for the meeting management software industry.

"We've taken open architecture to a new level", explains Nick Romano, Vice President of Operations and Managing Partner. "What would have taken the company months to release now will takes us weeks. Integration into external software products, like GDS; ERP, CRM and legacy applications is a much easier and faster proposition. .Net shortens our delivery time by at least a factor of 10."

In addition to its enhanced product architecture, v3.0 provides a new robust text editor; image library; "drag and drop" site designing tools; more "canned" reports, and enhancements to its industry leading e-marketing/e-campaign management suite. SignUp4's new release offers a multitude of productivity and site creation features designed to further increase savings in both time and money for its customers and end users.

"We're very excited about this new release", states Doug Wetzel, Vice President of Product Technology for SignUp4. "We're first to market with our new architecture. (Version) 3.0 now gives us the ability to increase the delivery of future product enhancements and is a reinforcement of our commitment to continue to answer the needs of our clients in a rapid fashion. We have exciting enhancements to our product coming out later this year and this new platform will allow us to bring to market additional "firsts" in product functionality.



When you combine our unbeatable customer service with our new release, we're a natural choice for meeting planners."

#### **About SignUp4**

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for Corporate, Government and Association event planners and managers. Clients enjoy an enhanced event planning and management experience through flexible, quality solutions. You can visit SignUp4's website at [www.signup4.com](http://www.signup4.com) or call at 404.237.8945.