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## **Infinite Conferencing Implements SignUp4 for Management of Web Conferencing Events**

**Atlanta, GA, April, 2 2004.** SignUp4, the leading provider of webinar management software to the conferencing industry, announced the signing of an agreement with Infinite Conferencing where Infinite will begin offering SignUp4's application, The Event Management System™, as a component of the Infinite's professional service suite for web seminars, large teleconferences, and other forms of virtual events.

By implementing SignUp4, Infinite customers now have the ability to profile attendee data before scheduled calls to capture valuable market data and background information. The SignUp4 system gives Infinite's customers the capability to customize templates allowing for the design and implementation of unique "Event Websites" and related services for each client. The buy vs. build strategy allows Infinite to go to market quickly with technology that is increasingly in high demand.

"We are already seeing great results from this additional service offering," said Keith Maddox, President of Infinite Conferencing. "SignUp4's technology has enabled us to land more large webinars and teleconferences, and is often now a critical piece to acquiring new business. We reviewed the major event management applications in the marketplace and selected SignUp4 as the best fit. With this technology we can send personalized e-mail invitations, process registrations online, send automated e-mail confirmations to registrants, give customers real-time reports of registrations, and more – with all audience touch points completely customized and branded on our client's behalf."

"Our agreement with Infinite represents the growing requirement for conferencing companies to include a more robust management capability for attendee data." adds Mark Hubrich, Director of Marketing at SignUp4. "SignUp4's ability to collect registrant information, provide real-time reporting, and automate the communication process through our invitation and confirmation tools are critical functionalities now available to conferencing customers. Phone and Web conferencing is now a standard tool in business, and we're pleased to have this relationship with Infinite, a leading conference service



provider. SignUp4's offering is a natural fit for their advanced phone and web conferencing products."

#### **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.

#### **About Infinite Conferencing**

Infinite Conferencing, founded in January 2001, is a fast-growing provider of phone and Web conferencing, webinar hosting, and related virtual meeting services. The company is entirely employee-owned, debt-free and profitable. Infinite's sales and marketing headquarters is in Short Hills, N.J., and its primary data centers are in Atlanta, GA and Jersey City, NJ. The company offers best-of-breed conferencing solutions through a combination of its own systems and networks and those of its technology partners. You can visit Infinite Conferencing's website at [www.infiniteconferencing.com](http://www.infiniteconferencing.com) or call at 888.203.7900.