



PRESS RELEASE

Swiftpage Raises Curtain on Next-Generation Act! Portfolio at East Coast Partner Event

Kicking-Off Nationwide Roadshow, Company Announces Act! Cloud Beta, Details Latest Versions of Act! for On-Premises, and Unveils Fully Redesigned Act! Hosted Solution

BASKING RIDGE, NJ — May 22, 2014 — [Swiftpage](#), a leading provider of integrated marketing and CRM solutions for individuals, growing businesses and mobile sales teams, kicked off a nationwide sales roadshow here with a special event for East Coast Act! Certified Consultants.

In his opening address, President and CEO H. John Oechsle detailed the completion of the company's first major phase in its Act! leadership strategy, making multiple announcements that collectively represent the launch of the Next-Generation Act! Portfolio.

“From the moment we purchased Act!, we have been on a journey — together with our partners and customers — to create a new, more powerful, next-generation of the Act! portfolio,” said Oechsle. “We knew the ‘Next Act!’ would have to provide significantly higher value to existing partners and users, while simultaneously attracting an entirely new generation of small business professionals. Today, I’m very proud to announce that it’s no longer just a vision. The Next-Generation Act! Portfolio is here.”

Act! Cloud on Schedule

Oechsle first announced that the all-new Act! Cloud has entered into the final stage of beta testing and is on track for launch this summer.

Act! Cloud is an all-new solution, developed entirely at Swiftpage. It is designed for users who prefer a software-as-a-service (SaaS) offering, optimized for mobile devices, and with extensive connections to other online services for seamless information sharing.

Act! Cloud will give users the ability to quickly and conveniently consolidate their contacts from a growing number of online and offline sources, such as Outlook®, Gmail®, LinkedIn® and Facebook®, so they can have all of their customers' information in one place.

Users can then easily create groupings of contacts, and initiate impactful emarketing campaigns with a wide-range of predefined and customizable e-mail templates. Unlike competing solutions at similar price points, Act! Cloud closely tracks the entire interaction history for each contact, then recommends which contacts to follow-up with next in order to maximize sales.

To do this, Act! Cloud will use a unique recommendation architecture that constantly evaluates all customer interactions and then uses the information to give clear advice on the best next steps for closing more business.

The architecture will power an increasing number of features in Act! Cloud over time, as well as a growing number of new features across the entire next-generation portfolio.

Act! for On-Premises with Built-In Emarketing¹

Oechsle went on to explain that the recently launched Act! v16.1 is already seeing strong adoption and that Swiftpage has begun development on Act! v17, which is targeted for launch in the fourth quarter of this year.

Among its many improvements, v16.1 now includes the fully integrated Act! emarketing service¹. Act! emarketing allows users to easily create professional-looking, custom email campaigns with the user-friendly drag-and-drop template editor, or by leveraging hundreds of stock templates.

Users can segment contacts into groups with ease, streamlining the process of sending targeted campaigns, while intelligent, prioritized Call Lists² take the guesswork out of sales

follow-up. The Call List guides the user to their hottest leads based on each recipient's level of engagement with a campaign.

New Act! Premium Hosted Experience

Lastly, Oechsle unveiled the company's redesigned version of its Act! Premium Hosted service, planned for general availability later this summer.

The service will offer customers the added flexibility of running Act! on dedicated, hosted servers for cost flexibility and on-demand scaling, while retaining the ability to fully customize Act! to fit their organization's needs.

The company is continuing to closely align the functionality of the hosted offering with that of the latest on-premises versions, including the latest Act! emarketing capabilities built-in¹. In addition, the enhanced service will greatly simplify and streamline the trial, purchase, configuration and deployment process to give customers a better overall experience from the start.

Additional Information

- Visit the Act! website: <http://act.com>
- Subscribe to the Act! blog: <http://act.com/blog>
- Like Act! on Facebook®: <http://act.com/facebook>
- Follow @ActStory on Twitter®: <http://act.com/twitter>
- Connect with Act! on LinkedIn®: <http://act.com/linkedin>
- View the latest Act! videos on YouTube®: <http://act.com/youtube>

About Act!

Act! is the #1 best-selling contact manager for over 25 years. Designed to take the guesswork and complexity out of managing customer relationships, Act! gives users a 360-degree view of their contacts and interaction history, tightly coupled with simple yet powerful scheduling and emarketing tools. Act! enables users to determine the best next move more easily, then take action faster, so they focus more of their time on doing what matters most: attracting new customers and growing their businesses.

About Swiftpage

Swiftpage is committed to empowering individuals, growing businesses and mobile sales teams to better manage their business interactions, more intelligently engage their customers, and convert more interactions into transactions. The company's growing network of partners, customers, end-users and employees collectively represent the Swiftpage Nation, united across the globe as one team, on one journey. Learn more at www.swiftpage.com and join the conversation at social.swiftpage.com.

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1 Additional subscription required after 60-day free trial. Product features vary based on services chosen.

2 Additional Fee applies.

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