

### **Marketing System to Grow Sales through a Distributed Channel.**

*A single marketing system provides the technology and services to ensure that marketing programs deliver sales.*

**PALATINE, IL – October 15, 2006** – Revenew Systems, a leading channel management and marketing systems provider, today announced the launch of its web-based marketing and channel management system to enable companies to maximize their sales through indirect channels. The integrated system allows companies to focus, engage, measure and refine their channel marketing strategies.

Recognizing the challenges facing companies selling through distributed channels, Revenew Systems developed a robust end-to-end system that makes channel marketing easy and accessible to all participants and drives the desired results. The system gives companies the ability to market their products to prospects who are most likely to buy, motivate the dealers to participate and measure the effectiveness of all channel and marketing investments.

“After years of hands-on experience in channel marketing we have taken our combined knowledge and created a solution to address real-life challenges. Now companies can align their marketing strategies with the channel by providing easy-to-access, easy-to-use tools for effective marketing,” says Nasrin Thierer, Founder and CEO.

Automated co-op fund allocation, approval and reimbursement processes as well as rewards programs for both the dealer and the dealer employee help motivate participation. The system tracks and measures campaign responses and sales, allowing companies to measure return on marketing investment. “What isn’t measured can’t be improved. Measuring and continuous refinement are critical success elements of our system,” concludes Thierer.

The company features a cohesive team of marketing professionals with years of experience and success in building new businesses and leveraging indirect distribution. The system incorporates extensive experience harnessing the potential of distribution channels and utilizes a proven network of partners to implement and maintain channel marketing programs through one easy-to-use interface.

“We believe the key to our success will be the dedicated account team that proactively encourages channel participation and manages the process, delivering best practice expertise and training,” remarked Devinder Singh, Vice President of Sales and Business Development.

#### *About Revenew Systems*

Revenew Systems provides the technology and services to ensure that marketing programs deliver sales. By applying best practices to channel marketing activities and driving channel participation, companies can realize a positive return on their marketing investment. Extensive reporting capabilities allow businesses to gauge success of campaigns and refine where needed. By focusing, engaging, measuring and refining, Revenew Systems allows companies to effectively grow sales through the channel.

Additional information about Revenew Systems is available at [www.revenewsystems.com](http://www.revenewsystems.com)

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