

FOR IMMEDIATE RELEASE

MagnetMail Integrated into Latest Release of Avectra's netFORUM

September 24, 2008 – Bethesda, MD – Real Magnet announced today the integration of MagnetMail into the release of Avectra's netFORUM Enterprise 2.2 association management software. This integration gives member-based organizations the ability to use MagnetMail directly from the netFORUM interface.

Avectra's netFORUM Enterprise is the industry standard in membership management software platform that serves the complex needs of the largest associations and non-profits. Version 2.2, released in September, includes enhanced features designed to help member-based associations take their online marketing to the next level.

The integration of MagnetMail, the premier email broadcast application for associations and non-profits, allows Avectra customers to securely and efficiently send email, fax and RSS messages to constituents and track the results within netFORUM Enterprise.

"The integration of MagnetMail and netFORUM Enterprise will give member-based organizations the ability to create powerful, targeted email campaigns," said Tom Pines, president of Real Magnet, developer of MagnetMail. "This will simplify the process of communicating with constituents and allow organizations to tailor their messages based on both recipient demographics and past results."

As part of the collaboration, netFORUM Enterprise users get the added advantage of MagnetMail's industry-leading deliverability rates.

"We are excited about the integration of MagnetMail with netFORUM Enterprise because it provides our customers with the added functionality of a leading-edge email marketing tool – all within a familiar interface," said Barry Malek, chairman and chief executive officer of Avectra. "This partnership gives associations and other member-based organizations a high-powered communications tool that is user-friendly and fully integrated into netFORUM to deliver tracking, tools and metrics that build valuable relationships."

About Real Magnet

Real Magnet, LLC, is the developer of MagnetMail, a comprehensive email marketing application that includes integrated mobile, RSS and fax distribution, as well as event management and surveys modules. More than 1,000 organizations use MagnetMail to communicate with customers and prospects. Real Magnet also is the developer of EmailExam, an email deliverability testing and monitoring tool that identifies deliverability problems before messages are sent. The company is based in Bethesda, MD, and was founded in May 2000. For more information about Real Magnet and MagnetMail, visit www.realmagnet.com or call 301-652-4025.

About Avectra

Avectra, with 15 years of experience, is the leading provider of on-demand membership management software. Avectra's web-based, integrated netFORUM software enables organizations of all sizes to experience world class membership management. netFORUM Enterprise Edition is uniquely tailored to the needs of the largest member-based organizations, while their netFORUM Team and Pro Editions are scaled to perfectly address the needs of small and mid-sized organizations, providing the tools that help



identify, secure and build members for life. Headquartered in McLean, VA, Avectra has regional offices in Chicago and Los Angeles. For more information about Avectra and the netFORUM family of products, visit www.avectra.com or call 800-858-8272.

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