



Swiftpage Completes Acquisition of Sage Act! and Sage Saleslogix Businesses

Denver, CO - March 20, 2013 - Swiftpage announced today it has finalized its acquisition of the Act! and Saleslogix customer relationship management (CRM) businesses from [The Sage Group plc](#). The new combined company, which now provides integrated marketing and CRM solutions to more than 1,000 resellers and millions of end users worldwide, is headquartered in Colorado and has 300 employees in offices in the United States and the United Kingdom.

Swiftpage President and CEO H. John Oechsle said Swiftpage now delivers the most complete suite of products to help businesses of all sizes convert leads, retain customers and grow. "Whether you're starting out with a Swiftpage solution, are a thriving small business using Act! or you're an established enterprise using Saleslogix, you now have full access to a range of starting contact management, advanced CRM, and market leading email and social marketing products. It's the best path for growth, backed by a team united in our goal to help businesses prosper." Oechsle's [brief video comments](#) about the acquisition gave further details.

Yacov Wrocherinsky, Founder, President and CEO of Infinity Info Systems, said the combined company will bring significant benefits to resellers and customers. "We have some of the largest Saleslogix customers in the country, with global and highly complex implementations. The Saleslogix product line is going into the right hands. Swiftpage people are passionate and talented, and they are focused on innovation. I'm very excited about the future of the company and products."

Mark Hammer is co-owner of DesignR1 Software, the largest Act! consulting company and the largest reseller of Act! software in North America. He said he's happy about the acquisition for many reasons. "Swiftpage will make the strategic investments and provide the needed product and executive leadership that will benefit everyone, especially my customers. I could not be more pleased. "

Swiftpage also announced its [Executive Team](#), which includes Oechsle and Swiftpage Founder and Chairman Bob Ogdon. Additional members are:

- Bob Anderson, Senior Vice President and General Manager, Swiftpage International
- Jay Benson, Senior Vice President and Chief Financial Officer
- Lanae Fehr, Vice President and Chief Human Resources Officer
- Frank Johnson, Founder and Chief Architect
- Greg Lems, Senior Vice President and Chief Technology Officer
- Lorcan Malone, Senior Vice President and General Manager, Saleslogix
- Dan Ogdon, Senior Vice President and General Manager, Swiftpage and Act!

- Matt Showalter, Founder and Strategic Alliances

About Swiftpage

Swiftpage's integrated marketing and CRM solutions enable customers to transform and grow their businesses. Our full suite of products include email marketing, social media marketing, contact management and CRM solutions for businesses of all sizes, from those just getting started to well-established enterprises. Swiftpage is based in Colorado and has 300 employees in offices around the world. For more information visit <http://swiftpage.com>.