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# Press Release

## **Marketsync, Inc. Closes Equity Financing to Accelerate Growth**

**Kirkland, WA, September 16, 2008:** Marketsync, the leading provider of automated print solutions for sales and marketing, announced today it has recently closed a round of equity funding led by Portland based Mount Hood Equity Partners ([www.mthep.com](http://www.mthep.com)). The funding will be used for expansion of the company's sales team and further enhancement of its direcTouch product.

"This investment enables us to accelerate our growth. It provides the capital needed to expand both our sales team and infrastructure to meet the growing market demand for our services. Leading companies have been quick to deploy the direcTouch solution for its immediate and continuing impact on the effectiveness and efficiency of their sales and marketing operations" said Doug Ebstyne, CEO, Marketsync, Inc.

Mount Hood Equity Partners is an active private equity firm that invests in early stage Pacific Northwest companies. "Marketsync integrates seamlessly with Salesforce.com enabling its clients to improve their sales and marketing communications effectiveness while simultaneously reducing operational costs. Not only is this an underserved market, but it is growing extremely rapidly" remarked Bob Wiggins, Managing Partner at Mount Hood Equity Partners.

### **About Marketsync**

Marketsync, Inc. delivers services that increase the efficiency and effectiveness of sales and marketing communications. The company's flagship product, direcTouch, automates the generation, delivery and tracking of professional correspondence. direcTouch enables sales professionals to eliminate the administrative time spent on communication tasks and apply it to revenue generating activities. The solution ensures a complete record of all communications, enables brand and version control, and accurately measures return on investment (ROI). direcTouch is delivered through a patent pending SaaS (Software-as-a-Service) platform that seamlessly integrates with the leading on-demand sales force automation system, Salesforce.com. Customers like BOK Financial Corp, Expedia, ING Direct, PEMCO Insurance and SIRVA rely on Marketsync to support a broad range of communication requirements.

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