



Public Relations Contact:
Mohan Sinha
Assetlink Corporation
Email: mohan.sinha@assetlink.com

ASSETLINK POSITIONED IN VISIONARIES QUADRANT FOR MARKETING RESOURCE MANAGEMENT 2008

Placement Based on Completeness of Vision and Ability to Execute

Pleasanton, CA, March 13 – Assetlink, a leader in Marketing Operations Management (MOM) today announced that it has been positioned in the "Visionaries" quadrant in Gartner's "Magic Quadrant for Marketing Resource Management, 1Q08" report, released March 03, 2008.

In March this year Assetlink acquired the MRM division of Citat AB, a company that has been positioned in the "Visionaries" by Gartner in its "Magic Quadrant for Marketing Resource Management, 2007." As a result of the merger, Assetlink, now has, one of the biggest European operations among all MRM vendors with presence in London, Zurich/Basel, Copenhagen, Gothenburg and Stockholm.

"We are honored to be positioned in the visionaries quadrant in the Gartner MRM magic quadrant," said Chetan Saiya, President and CEO of Assetlink. "We believe Our placement in the visionaries quadrant in combination with recent strategic moves including a strategic OEM relationship with Teradata and the acquisition of Citat positions Assetlink to become the leading MRM vendor in the marketplace."

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About Assetlink

Assetlink Corporation offers a powerful marketing operations management (MOM) solution that serves Global 2000 companies worldwide. Its comprehensive software offering, Assetlink MOM, enables companies to improve their marketing efficiencies with process automation, achieve marketing effectiveness via rigorous marketing planning tools, measure and improve ROI through integrated marketing budget and procurement management, and communicate business impact of marketing by tightly integrating with ERP and CRM systems. Assetlink Corporation is headquartered in Pleasanton, CA with offices in UK, Sweden, Switzerland and Denmark, with a software development center in Pune, India. For further information, visit www.assetlink.com or e-mail info@assetlink.com.