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## **ASSETLINK OPENS NEW OFFICE IN PUNE, INDIA**

### **New office to house software development & client support teams**

**Pune, India** – August 29, 2008 – Assetlink Corporation, a leading provider of integrated Marketing Operations Management (MOM) solutions, today announced that it has opened another office in Pune to support its high growth.

This new office, located at Artha Vishwa complex in Koregaon Park, will house members of its Software Development Center and Client Support teams.

Assetlink serves Global 2000 companies worldwide with its comprehensive MOM application. This comprehensive software offering enables organizations to streamline their:

- Marketing programs planning and budget allocation
- Definition, tracking, coordination and execution of multi-channel campaign tasks
- Tracking and reconciliation of program spending
- Management & distribution of Digital Assets
- Visibility into key performance metrics

ASSETLINK is also available in an Ondemand/SaaS model for mid-size companies or for those Fortune 1000 organizations that want to deploy Strategic Planning, Marketing Workbench or Digital Asset Management capabilities in one business unit before making a corporate-wide decision.

Assetlink Corporation is headquartered in Pleasanton, CA and has offices in UK, Switzerland, Sweden with a development center in Pune, India.

For further information, visit [www.assetlink.com](http://www.assetlink.com).