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## LEADING MARKETERS TO COME TOGETHER AT ASSETLINK USER CONFERENCE 2008

**Pleasanton, California** – Feb 6, 2008 – Assetlink Corporation, a leader in Marketing Operations Management (MOM) solutions, today announced that leading marketers across the globe would be sharing their vision/experiences with MOM and exploring ideas on improving marketing planning at its user conference to be held in Pleasanton, California from February 7- 8, 2008.

Keynote presentations at the conference include:

- 'Delivering marketing effectiveness', jointly presented by Royal Bank of Canada and National Australia Bank (NAB)
- 'Leveraging Dealer Channel Through MOM', presented by Caterpillar
- 'Lessons in Deploying MOM', presented by Amalgamated Banks of South Africa (ABSA)
- 'Supporting Sales Force Through MOM', presented by Royal Bank of Canada
- 'Transforming Marketing Supply Chain', a case study on Syngenta AG, a global agribusiness
- 'Assetlink Vision and Strategy', presented by Chetan Saiya, CEO of Assetlink

"We are very pleased with the interest in our User Conference," said Chetan Saiya, CEO Assetlink Corporation. "In addition to being a great platform for marketers to share their experiences, it gives us an opportunity to understand our customers and leverage that information to improve customer experience."

### **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. For further information, visit [www.assetlink.com](http://www.assetlink.com) or e-mail [info@assetlink.com](mailto:info@assetlink.com).