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## **ASSETLINK RELEASES APPROVALSMART 'SaaS' FOR MARKETING PROFESSIONALS**

Allows simultaneous approval of online review and video, interactive media & graphics

**Pleasanton CA, February 4, 2009** – approvalsmart, the world's most comprehensive and easy-to-use approvals management solution, for simultaneous online review and approval of video, interactive media and graphics artwork was released today.

approvalsmart is a subscription based OnDemand (or SaaS) software, built specifically for marketing professionals. It is also a solution:

- that speeds up and manages the approval process for any type of creative content: video, graphics, and documents -- simultaneously
- where clients can clearly communicate changes right on the video or document or approve the work without modifications
- where the content to be approved is uploaded and approvalsmart automatically routes it for review
- which sends friendly reminders to nudge a response

approvalsmart can be used by advertising agencies and their clients in industries such as consumer packaged goods, pharmaceutical, financial services, automotive, retail, hospitality and professional services etc.

## **About Assetlink**

Assetlink Corporation is a Marketing Operations Management (MOM) software company providing the world's most mature and comprehensive online approvals management solution. The solution is in use by some of the largest creative and online agencies, consumer packaged goods, pharmaceutical, financial services, automotive, retail, hospitality and professional services industries, with more than 20,000 named users across 80 countries.

Assetlink Corporation is headquartered in Pleasanton, CA and has offices in UK, Sweden and Switzerland, with a software development center in Pune, India. For more information visit [www.approvalsmart.com](http://www.approvalsmart.com)