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ASSETLINK ACQUIRES CITAT'S MARKETING OPERATIONS MANAGEMENT SOFTWARE BUSINESS

Combination significantly increases Assetlink's presence in Europe

Pleasanton, California and Stockholm, Sweden – March 6, 2008 – Assetlink Corporation, a leader in Marketing Operations Management (MOM) solutions, today announced that it has acquired the Marketing Resource Management (MRM) software business of Citat, a leading Nordic communications production company based in Stockholm. The merger creates a global MOM powerhouse by bringing together two leading vendors in the space - both rated as Visionaries by Gartner in their 'Magic Quadrant for Marketing Resource Management, 1Q07' report by Kimberly Collins, published on February 21, 2007.

The Citat MRM solution brings deep capabilities in agency management to Assetlink, including marketing communications workflow and integration with production image banks as a result of the product being developed inside an agency. In addition, Citat MRM brings leading European companies to the Assetlink customer portfolio including TeliaSonera, Volvo, Saab and Astra Zeneca. Finally the acquisition creates a critical mass of sales and project management infrastructure for Assetlink in Europe with presence in London, Zurich/Basel, Copenhagen, Gothenburg and Stockholm.

"This acquisition is a great win for Citat MRM customers," said Dan Sehlberg, CEO, Citat AB. "With the key Citat MRM product team members moving to Assetlink, our existing customers will continue to see the same level of support in future for their Citat deployments, while they prepare to take advantage of the compelling features of the Assetlink system."

"We are very pleased to see the merger of Citat MRM and Assetlink," said Irén Börjesson, Process leader at TeliaSonera Sverige. "Marketing organizations need access to the best practices and related technology, to continually make their operations efficient and effective. We believe that by migrating to the Assetlink MOM solution over time, our internal marketing processes will continue to be the best-in-class."

"We welcome the Citat MRM customers to the Assetlink family and look forward to working closely with them," said Chetan Saiya, CEO of Assetlink. "With this acquisition, Assetlink now has the industry's best MOM solution for enterprises, mid-sized companies and marketing agencies alike. This acquisition also significantly boosts our ability to grow our business In Europe."

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, and a software development center in Pune, India. For further information, visit www.assetlink.com or email info@assetlink.com.

About Citat

Citat is the leading Nordic communications production company, making day-to-day work easier for marketing and communications departments by using effective production, consultancy services and outsourcing. Citat has about 370 employees, with offices in Stockholm, Gothenburg, Helsingborg, Lund and Helsinki. Citat's customers include many of Sweden's largest companies, such as Ericsson, Lindex, SEB, TeliaSonera, Unilever and Volvo. Citat Group AB has ISO 9001:2000 Certification.

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