

PRESS RELEASE

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ASSETLINK PARTICIPATES IN THE MOM SYMPOSIUM, NY

Pleasanton, May 12, 2008 - Assetlink Corporation, a leading provider of integrated Marketing Operations Management (MOM) solutions, today announced that they have been invited to be a panelist at the Digital Asset Management and Marketing Operations & Marketing symposium in New York on May 12 and 13, 2008.

Assetlink will participate in a panel discussion called "MRM solution showdown", along with other leading vendors in this category. The symposium will also enable Assetlink to showcase their solution to the audience at their booth and demonstrate the value that their MOM solution brings to the marketers today.

Assetlink's MOM solutions enable marketers to increase the efficiency and effectiveness across the entire marketing operation and marketing/brand asset management function, including processes such as budgeting & planning, marketing procurement, content sourcing, creative workflows, compliance and governance, production cost & process optimization, global campaign execution, and performance measurement.

For further information or to request a demonstration, visit www.assetlink.com or e-mail mom.info@assetlink.com.

About Assetlink

Assetlink Corporation is a marketing operations management (MOM) software company serving Global 2000 companies worldwide with its comprehensive MOM application. This comprehensive software offering 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 and has offices in UK, Sweden, Switzerland and Denmark, with a software development center in Pune, India.