



PRESS RELEASE

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GLOBAL LEADER IN MOBILE PRODUCTS SELECTS ASSETLINK'S ONDEMAND SOLUTION

Solution to enable management of marketing assets

Pleasanton, CA – Dec 28, 2007 – Assetlink Corporation, a leading provider of integrated Marketing Operations Management (MOM) solutions, today announced that a global leader in mobile products has recently selected its OnDemand solution to streamline their process of managing electronic marketing assets and knowledge to promote reuse.

In a globally distributed organization, teams often don't have good visibility into existing marketing assets such as artwork, posters, brochures, white papers etc. As a result, instead of reusing existing assets, they end up wasting money on creating new assets. In addition, it is often difficult for sales and field organizations to search and find the right assets created by the marketing organization, causing the investment in those assets to be wasted. The Assetlink solution will enable the corporate marketing organization of this global leader to manage the collection, storage and retrieval of marketing assets and knowledge. It will also streamline the process for fulfillment and distribution of marketing assets and content to regional marketing organizations and distributors.

Assetlink's MOM solution provides a comprehensive framework to manage all aspects of marketing operations. It enables them to

- Streamline the planning and budget allocation process for marketing programs and enable managers to easily track and reconcile their program spending
- Simplify the definition, monitoring, coordination and execution of multi-channel campaign tasks
- Manage an organization's Digital Assets and its distribution.
- Provide all stakeholders with visibility into key performance metrics of the marketing organization.

Companies have reported annualized cost savings of more than a million dollars by implementing the Assetlink system, while dramatically improving the effectiveness and accountability of their marketing operations.

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 or e-mail info@assetlink.com.

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