



PRESS RELEASE

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ASSETLINK SIGNS STRATEGIC PARTNERSHIP WITH SALES MANAGER HELLAS, GREECE

SalesManager Hellas to market Assetlink's MOM solution in South Eastern Europe

Basel (Switzerland), - July 16, 2008 – Assetlink AG, a leading provider of integrated Marketing Operations Management (MOM) solutions, today announced a strategic partnership with SalesManager Hellas for South Eastern Europe. SalesManager is a global software company specializing in the Customer Relationship and Service Management solutions.

This partnership will enable SalesManager Hellas to provide its customers with Marketing Operation Management capabilities in its region. Assetlink MOM will be available in both - an OnDemand and an On Premise model.

SalesManager's South Eastern Europe region comprises Greece, Cyprus, Bulgaria, Romania, FYROM (former Yugoslav Republic of Macedonia), Serbia and Albania. Countries in this region are growing economies with tremendous potential for further growth and the business environment is strongly optimistic for the near future. Greece, Cyprus, Bulgaria and Romania are already members of the European Union (EU), and European Union funds are expected to bolster and stabilize local economies, thus giving a boost to growth in this region.

"Assetlink is delighted to partner with SalesManager Hellas to provide its market-leading Marketing Operations Management capabilities to their customers," said Stephan Nobs, President of Assetlink Europe. "This partnership continues to demonstrate the product leadership that Assetlink enjoys in the market. Today many leading brands across the globe are choosing to streamline their marketing

operations using Assetlink. This strategic partnership will make it easier for leading companies in South Eastern Europe to gain access to our solutions.”

Managing Director of SalesManager Hellas, Vagelis Karalis said, “We are really excited to enter this partnership. Assetlink has proven to be a leader in the MRM arena, which will provide our customers with the real benefit of Marketing Operations Management capabilities. Furthermore, we plan to tightly integrate our current CRM offering with Assetlink MOM to bring a total solution to our customers.”

SalesManager Hellas and Assetlink will provide a closed loop marketing operations management process for their customers in the region that will enable them to better plan, orchestrate, automate and measure the impact of their marketing spend.

About Assetlink

Assetlink Corporation (www.assetlink.com) 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 or to request a demonstration, visit www.assetlink.com or e-mail at mom.info@assetlink.com

About SalesManager Hellas

SalesManager Hellas (based in Athens Greece) was established in 2004 and has already stamped its presence in the South Eastern Europe market. SalesManager Hellas offers innovative IT solutions to enterprise firms by providing in the Greek market awarded software products from leading vendors. The already significant customer portfolio consisting of either multinational companies or domestic leaders on their industry provides SalesManager Hellas a unique competitive advantage. For more information about the company and its services visit www.salesmanager.gr