



Contact: Doug Ebstyne
Marketsync
(425) 814-3900
doug@marketsync.com

ExactTarget Selects Marketsync to Accelerate Lead Development with On-Demand Sales Collateral Printing and Fulfillment

Exact Target joins the ranks of distinguished Marketsync customers including BOK Financial, Expedia, and Kadient

KIRKLAND, WA – JULY 14, 2009 – Marketsync, the leading provider of on-demand sales collateral printing, fulfillment and tracking for one-to-one sales messages, announced today it has added ExactTarget to its growing list of customers.

“With Marketsync we are able to consistently get through to our prospects early in the sales process,” said D. Wayne Poole, vice president, sales operations, ExactTarget. “By using Marketsync’s automated collateral fulfillment system, which is tightly integrated with Salesforce CRM, we are able to accomplish more with less. We now send approved and compelling content that is personalized from each sale rep, automate its follow-up, and reclaim wasted sales time allowing our field sales people to focus on selling.”

“In today’s market sales people have to work larger funnels to meet their quota and that is why ExactTarget relies on Marketsync to increase their sales effectiveness,” said Doug Ebstyne, CEO, Marketsync. “They find Marketsync is the best way to reach decision makers early in the sales process.”

ExactTarget sought to augment their email lead development communication process by enabling their field sales reps to send personalized collateral via direct mail to take advantage of the increased power of multichannel messaging. Not only did they experience immediate improvement with Marketsync, but it was easy to set up and get going because Marketsync’s Cloud Computing model does not require any software to be purchased, installed or maintained.



Contact: Doug Ebstyn
Marketsync
(425) 814-3900
doug@marketsync.com

About Marketsync

Marketsync is the only cloud-computing company that makes it easy for Salesforce CRM users to send personalized communications with any combination of emails, letters, packages, collateral, or print-on-demand materials with just a few clicks. With Marketsync, companies can completely transform sales prospecting by reaching decision makers earlier in the sales cycle with accurate, high-impact messages. Users can add multi-channel correspondence to any sales, service or marketing program—making it richer and more effective. Force.com developers can also easily add Marketsync to any Force.com application for a more robust solution. [Customers](#) like ExactTarget, Kadiant, Bank of Oklahoma, Egencia, Sirva, and others transform their sales prospecting and correspondence to cut through the clutter and reach decision makers quickly. For more information, visit www.marketsync.com or call **425-814-3900**.

About ExactTarget

ExactTarget, Inc. is a leading provider of on-demand email marketing software solutions. The company's on-demand one-to-one marketing applications enable clients to send business-critical and event triggered communications to increase sales, optimize marketing investments and strengthen customer relationships. ExactTarget offers four editions of its on-demand software application along with integrated solutions such as ExactTarget for Salesforce.com AppExchange, ExactTarget for Microsoft Dynamics CRM and ExactTarget for Omniture Genesis. ExactTarget offers a range of optimization services including support, implementation and training, integration, deliverability, account management, design and deployment and strategic consulting. ExactTarget's software powers permission-based email communications for thousands of organizations including CareerBuilder.com, Expedia.com, Florida Power & Light, Gannett Co., Inc/USA TODAY, the Indianapolis Colts, The Home Depot, The Leukemia & Lymphoma Society, Liberty Mutual Group, Papa John's and Wellpoint, Inc. For more information, please visit www.exacttarget.com or call 1-866-EMAILLET.

##