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FOR IMMEDIATE RELEASE**SEMICONDUCTOR EQUIPMENT & MATERIALS INTERNATIONAL
SELECTS APTIFY AS ITS BUSINESS MANAGEMENT SOFTWARE PROVIDER**

Washington, D.C. (January 14, 2008) – Aptify announces that Semiconductor Equipment & Materials International (SEMI), a global industry organization serving companies that provide equipment, materials and services used to manufacture semiconductors and related technologies, will implement Aptify's business management application worldwide.

As part of SEMI's due diligence process, the organization looked at all of the leading association management software vendors. SEMI Chief Information Officer Gil McInnes says, "The major qualification for us was that the vendor illustrate an ability to enable SEMI with major business process improvements, including 'out-of-the-box' functionality, as well as provide industry best practices, so that we could increase service to members and improve staff productivity in the most cost effective manner."

Aptify, a leading international provider of customer and member relationship management, e-business, education management and other applications - made the short list, and eventually became SEMI'S management software vendor of choice.

"Aptify's ability to address our business process improvement needs, willingness to adapt the implementation methodology and core product functionality, power of the system's reporting and easy configuration really impressed our organization," says McInnes.

As a global association, SEMI has very demanding needs with locations in Asia, North America and Europe that operate in their local currency; therefore the solution SEMI selected must be able to function in different languages and multi-currencies. According to McInnes, this type of international accounting functionality is something Aptify's competitors simply don't have, and provides Aptify with a real advantage in serving international organizations, like SEMI.

Aptify Chief Executive Officer Amith Nagarajan says, "We are pleased to welcome an organization with such diverse international needs into our growing customer base. Aptify has always focused on providing extensive international functionality, and our partnership with SEMI further solidifies our position in the market as the leading software provider for international associations."

SEMI is expected to 'go-live' in mid 2008, and will utilize the Aptify application to automate membership programs, marketing, accounting and order fulfillment functions as well as integrate with a graphical exposition floor plan system. The worldwide implementation includes sites in North America, Japan, China, Korea, Europe, Moscow, Taiwan and Singapore.



About SEMI

SEMI is the global industry association serving the manufacturing supply chains for the microelectronic, display and photovoltaic industries. SEMI member companies are the engine of the future, enabling smarter, faster and more economical products that improve our lives. Since 1970, SEMI has been committed to helping members grow more profitably, create new markets and meet common industry challenges. SEMI maintains offices in Austin, Beijing, Brussels, Hsinchu, Moscow, San Jose, Seoul, Shanghai, Singapore, Tokyo, and Washington, D.C. For more information, visit www.semi.org.

About Aptify

Aptify provides business solutions and e-business applications for membership management, subscription and publication fulfillment, exposition and meeting management, along with a wide range of other business solutions.

Founded in 1993, Aptify is a Microsoft Gold Certified Partner. The company maintains its Headquarters office in Washington, D.C., with additional locations in Chicago, Illinois, Lebanon, Pennsylvania and Roseville, California. Aptify has an active international partner presence in Canada, the United Kingdom and Australia, and is recognized by the Inc. 500 as one of the fastest growing privately held companies in the United States.

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