Longwood Software, Inc.
107 Main Street
Maynard, MA 01754

Longwood Software Announces 2010 Usage Statistics for RevBase and ForFile

Maynard, MA – February 2, 2011 - Longwood Software, Inc., developer of the RevBase® marketing asset management solution (www.revbase.com) and the ForFile® file transfer service (www.forfile.com) announces usage statistics for the company's software-as-a-service (SaaS) offerings for the year ending December 31, 2010.

RevBase: Marketing Asset Management

Customers use the RevBase SaaS solution to manage their digital, print and physical marketing assets; share them across their organizations; and distribute them to sales teams and customers. They also use the system to serve their customers via the web with eCommerce and compliance applications.

A wide range of industry-leading companies use the RevBase SaaS application, which was introduced in 2000 and has been enhanced on an ongoing basis since.

- In 2010, customers' SaaS RevBase applications were accessed over 1.5 million times during the year, an increase of 50% compared to 2009.

- Customers added over 10,000 user accounts to their RevBase applications during the year, a 24% increase over the number of new accounts in 2009.

- Customers added over 73,600 assets to their applications in 2010, a slight decrease from 2009. However, the total uploaded data volume in 2010 was 86GB, a 27% increase over 2009.

- Total downloads from RevBase SaaS applications in 2010 exceeded 956,500 (an increase of 64% over 2009), with a total download volume of 1.7 terabytes.

- Orders placed via customers' RevBase shopping carts exceeded 87,500, an increase of 20% over 2009.

- Service uptime – after accounting for both scheduled maintenance periods and non-scheduled (emergency) maintenance periods – exceeded 99.9% for the year.

ForFile: File Transfer Service

Customers use the ForFile SaaS solution to transfer large files securely via the web. In 2010, a wide range of businesses used the ForFile service in North America, South America, Europe, Asia and Africa. Save The Children Federation used the system on a global basis under an enterprise right-to-use agreement.

- Customers transferred over 50,000 files in 2010, an increase of 38% over 2009.

- Upload data volume for 2010 was 523GB and download data volume was 830GB, up 40% and 50% respectively over 2009.

- Service uptime – after accounting for both scheduled maintenance periods and non-scheduled (emergency) maintenance periods – exceeded 99.9% for the year.

"2010 saw a dramatic acceleration in the use of our SaaS offerings by our customers," said Scott Richardson, president and CEO of Longwood Software. "Our investment in infrastructure in 2009 and additional customer care staff in 2010 helped us meet this increased demand, and helped our customers deploy our RevBase and ForFile systems more creatively. We're pleased that many leading marketing and sales organizations expanded their use of our solutions, and we look forward to introducing a series of new, innovative features for our customers in 2011.

About Longwood Software

Longwood Software, Maynard, MA, is a leading provider of software-as-a-service (SaaS) solutions for marketing and sales teams in manufacturing, technology, and business services. The company's products are the RevBase marketing asset management/sales support system and the ForFile large file transfer service. The company's customers include American Greetings, Beiersdorf, Corning Life Sciences, Dunkin' Brands, Kronos, MeadWestvaco, The MathWorks, and Thermo Fisher Scientific. For information visit www.longwoodsoftware.com.

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FOR INFORMATION, CONTACT:
Christine Shock
Shock PR, Inc.
508-743-9993
cshock@shockpr.com