Longwood Software, Inc.
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Longwood Software Establishes Strategic Reseller Agreement with Canada's Interlinc

Marketing Asset Management Leader Serves Canadian Customers with Marketing Logistics Company

Maynard, MA – February 6, 2012 – Longwood Software, Inc., the developers and marketers of the RevBase® software-as-a-service (SaaS) marketing asset management system (www.revbase.com), announced today a strategic reseller agreement with Interlinc, a provider of Marketing Supply Chain Solutions services in Canada.

Interlinc's exclusive Canadian agreement with Longwood Software to resell the RevBase Marketing Asset Management (MAM) system establishes an important licensing relationship between the two companies and expands opportunities for Longwood Software in the Canadian market. Interlinc's customers will benefit from the integration of the RevBase solution with Interlinc's existing services, including print, warehouse, fulfillment, and mail services.

"We're pleased that our partnership with Interlinc will allow them to provide end-to-end support for their customers' marketing asset-related activities and campaigns," said Scott Richardson, President and CEO of Longwood Software. "RevBase is a powerful MAM solution that will help Interlinc's customers enhance marketing and sales productivity by delivering up-to-date marketing materials when and where they are needed and with more automation and less hands-on involvement. It helps increase the effectiveness of marketing and sales programs, resulting in a measurable return on marketing investments."

"RevBase supplies a key component that allows us to offer a more comprehensive solution to our customers, and adds the missing piece in the Marketing Supply Chain," said Wayne Fisher, Principal of Interlinc. "By integrating a web-based MAM solution with our existing services, secure distribution and print facility, we have closed the loop in bringing order to complexity for our customers."

Neil Raven, Interlinc Principal, added, "Now our customers can deliver the right marketing message to the right person at the right time, while also optimizing their investments in marketing materials, reducing obsolescence, and improving customer service levels."

RevBase manages, controls, tracks and distributes all marketing assets within a digital repository on an automated, secure, scalable platform. It delivers electronic and print fulfillment capabilities, including a searchable database for marketing assets; a visual shopping cart for collecting items for distribution;

multiple email delivery modes; and click-through tracking of electronically-fulfilled materials. RevBase also features customizable reports and item expiration to alert marketers when items are becoming outdated.

About Interlinc

Interlinc is a full services marketing bureau specializing in Print and Direct Mail. Interlinc provides customers with closed loop Marketing Supply Chain services. More information on the company is available at www.interlincdirect.com.

About Longwood Software, Inc.

Longwood Software, Inc, (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 system and the ForFile® large file transfer service. The company's customers include American Greetings, Beiersdorf, Corning Life Sciences, Dunkin' Brands, Gardner Denver, Kronos, Save the Children Federation, The MathWorks, and Thermo Fisher Scientific. For more information visit www.revbase.com or www.forfile.com.

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