FOR IMMEDIATE RELEASE

Longwood Software Enhances RevBase for Mobile
Streamlining Marketers' Support for Sales Teams

Maynard, MA – October 21, 2014 – Longwood Software, Inc., developers of the RevBase® software-as-a-service (SaaS) marketing asset management system (www.revbase.com), announces new capabilities in RevBase for Mobile that make it easier to access marketing assets and sales materials from smartphones and tablets. New features include search type-ahead, shopping cart auto-completion, improved navigation, bookmarking of frequently used assets, and mobile usage reports.

The RevBase for Mobile platform is optimized to address the needs of professionals who conduct business on the go and need mobile access to their company's sales materials and marketing assets -- anywhere, at any time. Marketers also can choose to provide RevBase mobile-optimized access to their customers who need product information or technical documents.

"Convenient access that is fast and reliable – that is what our customers in leading B2B marketing organizations demand. We have always delivered that, and now the newest version of RevBase for Mobile takes it to the next level," said Scott Richardson, president and CEO of Longwood Software. "We've designed RevBase for Mobile so users can quickly find the information they need, share it with customers and prospects, and stay updated on new programs and materials -- all on their mobile devices."

In addition to RevBase for Mobile's full-text search capability, the new version features type-ahead for keyword search terms. Based on the first few characters entered by a user for a search, RevBase recalls and displays matching search terms from past searches within the RevBase zone. Tapping on the appropriate search term eliminates further text entry. This time-saving feature particularly is helpful for users who have difficulty typing on mobile devices.

The new version also features an enhanced shopping cart, with an auto-completion option at check-out. Because RevBase stores a user's history of addresses, subjects, and messages, when checking out an order or sending an email RevBase automatically displays previously-entered information. A

user can elect to use one of the displayed choices, avoiding re-typing the information and simplifying the ordering process.

Bookmarks are another addition to RevBase for Mobile. Now individual or groups of marketing assets can be bookmarked for easy access. Another advantage of the new version is the ability for a user to navigate forward and backward to pages easily – a convenience that often is not found in mobile-optimized applications.

A new usage report that identifies users and activities within mobile-optimized zones rounds out the new release.

RevBase for Mobile is hosted on the Microsoft Azure Cloud service, which provides high performance, scalability and reliability. The RevBase system offers 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 assets. Users can customize marketing materials with RevBase, schedule automatic reports, and set up item expiration alerts so administrators know when items are becoming outdated. RevBase is designed for "out of the box" use, and requires no technical training, IT support, or custom development.

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, BBB Industries, Beiersdorf, Corning Life Sciences, Dunkin' Brands, Kronos, Pfizer Consumer Healthcare, Quincy Compressor, 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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