

Bullseye Locations Acquires RevBase® and ForFile® from Longwood Software Inc.

Combination of locator and asset management transforms sales support for manufacturers

Branchburg NJ – March 1, 2022 – Bullseye Locations, provider of Bullseye locator software announces it has acquired RevBase® marketing asset management software and ForFile® file transfer software from Longwood Software Inc. (Acton MA). Bullseye, RevBase and ForFile are software-as-a-service (SaaS) offerings that help marketing departments in a range of industries generate leads, support sales teams, and collaborate with partners. Drawn together, the three applications will create an unmatched solution for marketers to grow their businesses via sales channels and improve customer experience.

Associated with the acquisition, all Longwood Software employees including engineers, customer care staff, and administration have joined Bullseye Locations to continue their work on the RevBase and ForFile applications. RevBase and ForFile customers will continue to benefit from the team's responsive support, ongoing product enhancements and professional services. The combined engineering team – with deep expertise in database, web and mobile solutions – will create new offerings that capitalize on capabilities from all three applications.

Bullseye is a comprehensive SaaS locator solution used by leading manufacturers to drive business revenue and provide intuitive location search for dealers, contractors, retail stores, service centers and more. Bullseye goes beyond traditional web site locators to include SEO-friendly local pages, lead management, analytics, and customer-specific optimizations. Bullseye scales to serve customers from small, specialized marketers to large, multi-division enterprises.

RevBase is a comprehensive SaaS marketing asset management solution used by leading manufacturers to manage their digital, print and physical marketing assets, share them across their organizations and distribute them to sales teams and customers. Marketers also use the platform to serve their customers via the web with eCommerce, compliance and mobile device applications. RevBase customers range from small businesses to global enterprises.

ForFile is a SaaS solution for transferring large files securely via the web. ForFile makes it easy to send large files such as images, videos, and CAD files via email, without compromising security.

"RevBase is an ideal addition to our Bullseye location business and offers potential in all markets we serve" said Joshua Rich, President and founder of Bullseye Locations. "We welcome the RevBase and ForFile team and customers to our company and look forward to growing our combined SaaS platform with innovative and compelling features for demanding customers."

Scott Richardson, President and founder of Longwood Software said: "Combining our business with Bullseye Locations is a great opportunity to take our platform and customers to the next level. Our customers soon will have access to unique solutions incorporating location technology with asset management and distribution. As one company, our shared goal is to multiply the value we add for our customers across their marketing and sales operations."

Integration of the RevBase and ForFile team and business processes within Bullseye Locations is underway and should have minimal or no impact on existing customers. Customer webinars introducing the expanded Bullseye Locations offerings will be held in March.

About Bullseye Locations

Bullseye Locations is a division of Electric Vine Inc., an established internet consulting and software development company located in Branchburg, NJ. Founded in 1998, Electric Vine has over 20 years of experience building marketing applications and providing digital marketing services, application development, web design, and database integration. Hundreds of companies from a variety of industries have drawn upon our expertise — from Fortune 500 companies to small start-ups.

Bullseye Locations is a trademark and RevBase and ForFile are registered trademarks of Bullseye Locations. All other trademarks and registered trademarks mentioned herein are the property of their respective owners.