



## **For Immediate RELEASE:**

**Contact:**

**Doug Wetzel**

**EVP Marketing**

**404.237.8945**

**[dwetzel@SignUp4.com](mailto:dwetzel@SignUp4.com)**

**[www.SignUp4.com](http://www.SignUp4.com)**

## **SIGNUP4 COMPLETES 2007 WITH 95% CUSTOMER RENEWAL RATE**

*Outstanding Solutions and Customer Service Cited*

**ATLANTA, GA - 15 January 2008** — SignUp4, a leading software as a service Meeting Technology provider, announced today that their customer renewal rate was an astonishing 95.1% over the 2007 calendar year. Responses from existing clients indicate that their confidence that SignUp4 will continue to provide them industry leading products and support were a key factor in their decisions. Many respondents also cited the outstanding SignUp4 University CMP certificate training system as a factor in their renewal surveys.

“It is great to see our hard work paying off” said Danita Harn, the SignUp4 Director of Client Services. “We have really applied ourselves to understanding our customers and knowing the best practices they need to succeed.” SignUp4’s Atlanta-based client services team participates in ongoing cross-training, outside classes, and best practices discussions to make sure that they continue to exceed client expectations.

“Our best customers are also our best lead generators because they spread the word that there are systems that can work with your needs. The entire product has been developed around effectively meeting our end user’s specific requirements.” According to Nick Romano, President of SignUp4, “We are looking forward to 2008 being another key growth year and that means satisfying the needs of our existing customer base and adding new clients that are a good fit for our solutions.”

### **About SignUp4**

Headquartered in Atlanta, GA, SignUp4 continues to be the leader in providing excellence in meetings technology solutions since its inception in 1999. Their Strategic Meetings Management suite is designed to streamline event management, spend management, travel management, workflow, data distribution, and reporting for travel and event professionals. You can learn more by visiting SignUp4's website at [www.signup4.com](http://www.signup4.com).