

## ACT! by Sage Premium for Workgroups Drives Award-Winning Direct Mail Campaign For Transcontinental Printing

*Canadian-based printing and publishing company's direct mail campaign facilitated by ACT! generates 74 percent response rate*

**Scottsdale, Ariz. – February 12, 2007** – Sage Software announced today that the Catalog and Magazine Group of Transcontinental Printing, the largest Canadian and seventh-largest North American printing company, is using the ACT! by Sage Premium for Workgroups contact and customer management solution to manage its direct marketing campaigns. A recent direct mail campaign managed using ACT! generated a 74 percent response rate, significantly exceeding typical response rates, which were 2.6% or less for lead generation direct marketing campaigns in 2006, according to data from the Direct Marketing Association (DMA). The results won Transcontinental Printing the DMA's 2006 International ECHO Award for strategy, creativity and results in the business-to-business marketing category.

“For our award-winning “Get the Right Combination” campaign, we mailed 200 lock boxes to prospects matching very specific criteria organized in our ACT! database,” said Bruce Jensen, Transcontinental Printing vice president of sales. “Two years ago, we could not have generated targeted lists with this level of precision in such a short time, but using ACT! we did it all in a day.”

### **Adopting An Easy Approach To Contact And Customer Management**

Transcontinental's Catalog & Magazine Group had minimal results with an alternative contact management system prior to implementing its ACT! solution. The company's previous system was not well adopted among employees, resulting in fragmented use, inconsistent lead tracking methods and no central location for customer information. The Catalog & Magazine Group has since used ACT! to standardize its sales and marketing processes and cites a cost-effective rollout and easy to use features as key benefits.

Fifty-five employees in Transcontinental's Catalog and Magazine Group including vice presidents, sales directors, sales representatives and business development coordinators now share a centralized ACT! database.

### **ACT! by Sage**

ACT!, first introduced in 1987, is the number-one selling contact and customer management solution and preferred choice of over 2.5 million registered users and more than 35,000 corporate customers to organize, access and manage their critical customer information. ACT! delivers powerful contact and customer management capabilities with flexible deployment and customization options to help individuals, selling professionals and corporate workgroups improve

productivity and increase sales.

ACT! by Sage is part of Sage CRM Solutions, the only family of CRM products designed specifically for the needs of small and mid-sized businesses that also includes Sage CRM, SageCRM.com and Sage CRM SalesLogix. For more details, visit [www.sagecrmsolutions.com](http://www.sagecrmsolutions.com) or call (888) 855-5222.

### **About Transcontinental Printing**

The largest printer in Canada and seventh-largest in North America, Transcontinental also ranks as the country's leading publisher of consumer magazines and French-language educational resources, and its second-largest community newspaper publisher. Transcontinental distinguishes itself by creating strategic partnerships that integrate the company into its customers' value chain, notably through its unique newspaper printing outsourcing model and its value-added services. From mass to highly personalized marketing, the company offers its clients integrated solutions which also include a diverse digital platform and a door-to-door distribution network of advertising material. Transcontinental is a company whose values, including respect, innovation and integrity, are central to its operation.

Transcontinental (TSX: TCL.A, TCL.B) has more than 14,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.2 billion in 2005.

### **About Success Analytics**

Success Analytics has been helping companies "fit the pieces together to become more productive and profitable" for close to 20 years. Our talented and experienced team of professionals specializing in CRM, workflow and business process engineering, and business intelligence creates and implements integrated business solutions on time and on budget, backed by customized training and on-going support. For more information please visit [www.successanalytics.com](http://www.successanalytics.com) or call (877) 651-0262.

"ACT! is well received by everyone on our team because each employee has experienced the first-hand benefits of having all of our customer information accessible from one location," continued Jensen. "Our salespeople have quickly embraced ACT! as a simple to use and effective productivity tool that helps them make more sales."

Transcontinental worked with Donna Freedman of Success Analytics, an ACT! Certified Consultant and Premier Trainer, to customize ACT! for the Catalog and Magazine Group's specific workflow requirements. Freedman also integrated ACT! with Swiftpage, an ACT! add-on solution that provides enhanced e-mail marketing and response tracking capabilities, to support the Catalog and Magazine Group's electronic marketing activities.

"ACT! has helped Transcontinental's Catalog and Magazine Group become a sales leader within the company," said Freedman. "Their success with ACT! has inspired other groups within the organization to take a look at adopting ACT!."

### **About Sage Software**

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable and customizable

software and services. Our products support accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit and real estate industries. Sage Software is a subsidiary of The Sage Group plc, a leading international supplier of accounting and business management software solutions and related products and services for small and mid-sized businesses. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now has 5.2 million customers and employs over 13,000 people worldwide. For more information, please visit the Web site at [www.sagesoftware.com/moreinfo](http://www.sagesoftware.com/moreinfo) or call (866) 308-2378.