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## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **BIZACTIONS ANNOUNCES LAUNCH OF GOLD CERTIFIED PARTNER CENTER**

*New partner center offers exceptional exposure and marketing opportunities for Gold Program participants*

**Potomac, MD, December 3, 2009**—[BizActions](#), the nation's leading provider of email newsletters for Certified Public Accountants and payroll service firms, announced the launch of its Gold Certified Partner Program Center. Within recent months, BizActions launched its [Gold Certified Partner Program](#)—an innovative cross-promotional marketing initiative. The program represents an integration agreement between the BizActions platform and each partner. Partners provide customized content to be used within the BizActions platform. BizActions then promotes use of the content to its customers, which includes hundreds of CPA and payroll firms. The new Partner Center represents an exclusive forum where CPA firms can locate partners' content, bios, and contact information.

"We are very excited to launch the Partner Center," stated [Barry Friedman](#), CEO at BizActions. "We designed the Center to put the spotlight on our Gold Partners—providing a centralized platform where BizActions customers can locate detailed partner information."

To date, the BizActions Gold Partner Program has acquired nearly 25 members—consisting of both product vendors and professional services firms. The program is expected to double in size in 2010.

"We can't believe how fast the program has grown. Our partners really understand the value from a marketing perspective," stated Friedman.

The Gold Certified Partner Program Center launched in November 2009.

#### **About BizActions, LLC**

Headquartered outside of Washington DC, BizActions provides professional service firms with customized, content-rich email newsletters and a host of other helpful SaaS applications to improve communication efforts with clients, prospects, partners, and team members. Delivered through an innovative and powerful electronic business development platform, BizActions' easy-to-use integrated suite of applications helps firms generate new business, increase name recognition, enhance cross-sales opportunities, and position themselves as experts. For more information on BizActions visit [BizActions.com](http://BizActions.com) or call **866.240.8477**.