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NEWS RELEASE

FOR IMMEDIATE RELEASE

BIZACTIONS ANNOUNCES NEW GOLD CERTIFIED PARTNER PROGRAM

BizActions Teams Up with Leading Vendors and Professional Services Firms for Innovative Cross-Promotional Marketing Initiative

Potomac, MD, July 21, 2009—[BizActions](#), the nation's leading provider of email newsletters for Certified Public Accountants and payroll service firms, announced today the launch of its [Gold Certified Partner Program](#). The program represents an integration agreement between the BizActions platform and each program 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. Partners will also be listed within the BizActions custom Vendor Center scheduled for launch in Q4 2009. In return, partners promote the Gold Certified Partner Program emblem within their websites and other select marketing materials.

“Our Partner Program offers vendors and service firms a valuable marketing opportunity,” stated [Barry Friedman](#), CEO at BizActions. “Through contributed content and a listing within our Vendor Center, partners can potentially reach hundreds of CPA and payroll firms to promote their products and services.”

Some of the program's key partner benefits include gaining valuable marketing intelligence and a sales follow-up system via detailed reports that include statistics such as click-thru rates and a firm's point of contact. Further, by providing content that CPA and payroll firms can use within their client newsletters, it promotes the partner as a helpful resource—improving public relations efforts.

“It's a win-win-win situation across the board,” stated Friedman. “From the partner side, it represents another channel to promote themselves as a ‘voice’ in the profession. For CPAs and payroll firms, value is realized via access to volumes of timely, helpful content to augment newsletters—content that most firms simply do not have the time to write. And for BizActions, it boosts exposure through placement of our Gold Partner badge within multiple vendor websites and marketing materials.”

The Gold Certified Partner Program launched in June 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 or call **866.240.8477**.