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Napersoft Featured in Document Composition Study

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Naperville, IL – July 9, 2008 – Napersoft Inc., a leading provider of real-time Customer Communications Management software, has been featured in the third edition of Madison Advisors' *Document Composition Market Study*. According to the study, Napersoft CCM is the leading document composition solution for organizations that require integration with a wide range of corporate systems and need access to enterprise content or Web services.

“Madison Advisors believes that Napersoft CCM provides a complete solution for browser-based composition, distribution, archival, and management of customer correspondence. Napersoft CCM is an excellent offering for creating and managing business-critical customer correspondence across multiple lines of business,” said Richard Huff, Principal Analyst at Madison Advisors.

“We are honoured to be recognized by Madison Advisors as a leading document composition solution for real-time integration with existing business applications,” said Bart Carlson, President of Napersoft. “A truly effective customer communication solution must be able to easily interface with existing business architectures and applications, resulting in streamlined business processes and reduced operational costs while maximizing customer satisfaction.”

Napersoft CCM was also recognized for its intuitive and easy-to-use Microsoft Word based user interface. With a single administrative interface for all modules, organizations with document composition needs distributed across several different departments, such as government, health care, or legal offices, can benefit from reduced training requirements and faster implementation times.

About Napersoft

Napersoft is the leading provider of real-time Customer Communications Management (CCM) software solutions. For more than 20 years, Napersoft has assisted customers of all sizes and across various industries to implement innovative real-time CCM solutions. With Napersoft CCM, customers achieve top line revenue growth via cross-sell and up-sell strategies, streamline core business processes, improve customer satisfaction, optimize distribution channels, improve business agility and reduce costs.

About Madison Advisors

Madison Advisors, an advisory firm, exists to advance the print and electronic communications objectives of Fortune 1000 companies. The company's analysts provide advisory services for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications. Through short-term, high-impact engagements (measurable in days or weeks, not months), Madison Advisors offers expertise and advisory services that directly help clients achieve hard and specific return on investment (ROI) related to their enterprise output

goals and objectives. The company's analyst team has an extensive background in the enterprise output industry, enabling Madison Advisors to offer its clients unique, objective perspectives and unparalleled guidance for their print and electronic communications initiatives. For more information about Madison Advisors, visit the company's web site at <http://www.madison-advisors.com> or call (817) 684-7545.

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