



Longwood Software, Inc.
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Longwood Software Expands Multilingual Support in RevBase® Marketing Asset Management Solution

Maynard, MA – October 4, 2010 – Longwood Software, Inc., developers of the RevBase® software-as-a-service marketing asset management system (www.revbase.com), announced today expanded multilingual support within RevBase to serve customers' global marketing and sales operations. RevBase customers now can localize their marketing asset management solution to reflect local languages and local market preferences for any country. The expanded multilingual capability includes support for non-Latin character sets such as Hebrew, Japanese, Chinese and more, and is available at no added charge.

PALRAM Industries Ltd. (Israel), a multinational manufacturer of semi-finished extruded thermoplastic sheets and finished products, uses RevBase to manage and share an extensive portfolio of marketing assets and creative files. PALRAM branded their RevBase implementation with the name "GlobalShare" to reflect their need to share high-value creative materials across 21 locations and in 14 languages.

"In our GlobalShare application, RevBase is helping us provide marketing materials that are truly localized for the different countries in which we operate," said Noam Dinstag who handles MarComm Creative at PALRAM headquarters. "We're able to access our set of approximately 1000 assets from anywhere in the world, and to navigate through them in a user-friendly way. Multilingual support in RevBase will be very useful as we further refine and evolve our implementation for our many markets."

Marketing Departments increasingly need to manage, share and distribute assets across field operations, sales teams and partners on a global basis. Today it is common for a marketing organization to have three or more global centers where marketing assets are created; service providers such as printers and agencies in a half-dozen countries; and sales channels that operate in five or more languages. Ensuring consistency, accuracy and reuse of hundreds or thousands of assets in distributed marketing and selling operations is possible with comprehensive marketing asset management solutions such as RevBase.

"A well-managed, robust marketing asset management solution quickly can become a backbone data source for a global marketing operation – including company websites and online access requirements," said Scott Richardson, President/CEO of Longwood Software. "Our customers tell us that RevBase's ability to help them leverage creative assets across multiple markets, channels, and media is essential and compelling."



The RevBase marketing asset management system offers electronic and print fulfillment capabilities, including a searchable database for marketing assets; a visual shopping cart for collecting items for distribution; multiple email delivery modes; and click-through tracking of electronically-fulfilled materials. RevBase also features customizable Auto Reports and Item Expiration to alert administrators when items are becoming outdated. RevBase is designed for “out of the box” use, and requires no technical training, IT support, or custom development.

About Longwood Software, Inc.

Longwood Software, Inc. (Maynard, MA) is a leading provider of software-as-a-service (SaaS) solutions for marketing and sales teams in manufacturing, technology, and business services. The company’s products are the RevBase® marketing asset management system and the ForFile® large file transfer service. The company’s customers include American Greetings, Beiersdorf, Corning Life Sciences, Dunkin’ Brands, Essilor of America, Gardner Denver, Kronos, Save the Children Federation, The MathWorks, and Thermo Fisher Scientific. For more information, visit www.revbase.com or www.forfile.com.

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