



For Immediate Release

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Tango Marketing Announces New Simplified Pricing For Its Newsletters

Tango Marketing, a Sage Software Preferred Vendor, streamlines pricing while offering more options and additional discounts on its popular *info Newsletters.

Edmonds, WA—January 2, 2008—Tango Marketing today announced a new simplified pricing model for its popular *info Newsletters, a partner marketing tool produced for 12 different Sage Software products. The new pricing model includes a single price per issue, regardless of the format.

“Partners will now pay one price per issue which covers the print version and the e-mail version,” said Bryan Johnson, president of Tango Marketing. “Plus we’re offering generous quantity-based discounts on printing.”

Every *info Newsletter is published in full color in both printed and e-mail versions. Each issue is filled with product reviews, news, and tips, and is personalized for each business partner, including company logo and contact information. For a truly turnkey solution, Tango will fold, tab, address, and mail the printed version directly to partners’ clients.

“Our goal with this change is to provide an easy and cost-effective way for partners to utilize both the print and the e-mail version of the *info Newsletters,” continued Johnson. “Each medium has its distinct advantages, so it makes sense for partners to use both in their marketing efforts.”

Tango’s *info Newsletters are part of the Sage Software Preferred Vendor Program making them eligible for up to 60 percent co-op reimbursement. These quarterly (bimonthly in the case of Sage MAS 90) *info Newsletters are specialized turnkey marketing communications tools allowing Sage Software Authorized Partners to effectively and efficiently communicate with clients, prospects, and alliance partners.

For detailed pricing, product details, or ordering information, please visit www.tango-marketing.com or call (800) 781-1377 extension 1.

About Tango Marketing, LLC

Tango Marketing specializes in providing targeted marketing programs for Sage Software Business Partners, software companies, and VAR’s. The company’s *info Newsletters, press releases, success stories and Web site development are part of the Sage Software Preferred Vendor Program making them eligible for generous co-op reimbursement. Currently Tango Marketing publishes *info Newsletters for: Sage MAS 90 and Sage MAS 200, Sage MAS 500, Sage Accpac, Sage Master Builder, SageCRM, Sage SalesLogix, ACT! by Sage, Sage Abra HRMS, Sage BusinessWorks, Sage Timberline Office, Sage Nonprofit Solutions, and Sage PFW. For further information call (800) 781-1377 or visit www.tango-marketing.com.