

ADAM Software announces its first North American SaaS Partner, BrandActive

Los Angeles, November 10, 2008 – ADAM Software (www.adamssoftware.net) is pleased to announce its partnership with BrandActive (www.brandactive.com), a global leader in brand implementation planning and management. BrandActive has nearly a decade of experience helping global clients identify, define, and implement cost-effective and time-efficient strategies to achieving optimal, professional physical brand expression at all touchpoints.

“The introduction of a Software-as-a-Service (SaaS) Digital Asset Management (DAM) offering, with ADAM as the platform, is a natural fit for BrandActive’s clients as it will not only enhance the level of service we provide in managing physical brand transitions, but also enable us to deliver a completely customizable, highly valuable tool for on-going brand management without the complexities, limitations, and costs associated with an on-site installation,” explains Philip Guiliano, VP Client Services at BrandActive in Los Angeles, CA.

Pieter Casneuf, Executive Partner ADAM Software says: “This partnership with BrandActive, enables us to offer our North American customers the choice between on-premises services and Software-as-a-Service. The growing momentum in the market for SaaS-models, together with the expertise of BrandActive, leads us to expect major success with this partnership.”

In collaboration with ADAM and their partner network, BrandActive intends to provide two major offerings:

- Brand Transition Management during merger, acquisition, or rebranding
- Digital Asset Management

BrandActive

IMPLEMENTATION MANAGEMENT

About BrandActive

BrandActive is the only company in North America that focuses exclusively on planning and managing the cost-effective, timely, and quality transition to a new name, logo, or visual system across all branded assets. BrandActive is not a creative design or brand strategy consultancy. Their role is to ensure that clients have the strategies, plans, resources, and tools they need to enable professional brand management through their transition and well into the future. With offices in Los Angeles and Toronto, and affiliates in London and Amsterdam, BrandActive is a global leader servicing clients across all industries including Financial Services, Healthcare, Telecommunications, Utilities, Petrochemicals, Mining, Manufacturing, Automotive, Retail, and more.

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About ADAM Software

ADAM Software is a Digital Asset Management company that provides clients the ability to manage, structure and deliver media between people, processes and systems.

Our software has an intelligent open architecture that provides the ability to customize and continuously develop new applications using our ADAM SDK.

We understand our clients' needs to share and collaborate, automate mundane tasks and control quality.

We are passionate in providing our clients with intuitive and easy to use software to help them organise media and distribute assets as quickly as possible.

We have the knowledge of the way the media supply chain works, its people, the workflow and the common goal to publish and distribute quality content.

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