

FOR IMMEDIATE RELEASE

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Apryl Hanson Joins Blytheco, LLC

Laguna Hills, California – March 2, 2010 – Leading Sage business partner Blytheco, LLC is pleased to welcome Apryl Hanson to the Blytheco team as Director, Customer and Partner Strategy.

Apryl has more than fifteen years of management experience with the software industry, including serving as Director of Partner Programs and Development and Director of Sales at Sage. Most recently she was Director of Sales and Marketing with Attitude POSitive, Inc., a retail software company, where she oversaw successful customer loyalty, sales training, and marketing alliance programs. Apryl's role at Blytheco will be to manage and continue to develop the company's partner programs; develop and manage the company's survey and customer loyalty programs; and assist the sales management team to more effectively reach the existing customer base. She will report directly to Stephen Blythe, Chief Executive Officer.

"We are pleased to have an industry expert like Apryl join our team," said Stephen Blythe. "Her experience and expertise in optimizing the customer experience across all levels of the organization will help us to continue to position Blytheco as a valued resource to both clients and the Sage partner community."

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About Blytheco, LLC

Serving the business community since 1980, Blytheco offers business management software and consulting services to the mid-market. Blytheco represents Sage solutions including MAS 90, MAS 200, MAS 500, BusinessWorks, X3, SalesLogix, SageCRM, Abra HRMS and MIP Nonprofit business solutions. Blytheco is consistently named Sage Software's ERP Partner of the Year. With 130 employees across the U.S. in sixteen states, Blytheco works with over 5,000 clients in many industries to help companies meet their business goals with award-winning software products, customized solutions, and the highest quality consulting in the industry. For more information, please visit www.blytheco.com.

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