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Company Contact:

Dori Fitch
Blytheco, LLC
23161 Mill Creek Drive, Suite 200
Laguna Hills, CA 92653
800.425.9843, extension 1168
dorif@blytheco.com
www.blytheco.com

Blytheco 3.0 Represents Renewed Commitment to Team and Clients

Laguna Hills, CA – July 5, 2012 – On June 6, [Blytheco, LLC](http://www.blytheco.com) launched “Blytheco 3.0”, a renewed vision of commitment to creating a positive and productive business strategy for its staff and clients.

In recognition of the changing landscape of business and technology, company CEO Stephen Blythe spelled out to Blytheco’s team that the company is committed to 4 key objectives:

- **Blytheco Team** - Provide both the opportunities and environment to attract and retain the best team members in our business.
- **Blytheco Clients** - Build and expand a relationship of value and passion between Blytheco and its clients.
- **Blytheco Energy and Spirit** - Bring back the excitement, passion, and innovation of business solutions via new offerings and innovative technology.
- **Blytheco Healthy Growth** - Maintain Blytheco as a top provider of business applications and quality professional services through both organic and M&A growth initiatives.

Over the last three weeks, Stephen Blythe (Blytheco Founder and CEO), Phil Sim (Blytheco VP Professional Services) and Donna Baeza (Blytheco Director of Human Resources) have traveled to all the company office locations to personally detail this message and meet with team members to get their ideas and feedback on the Blytheco 3.0 initiatives that support these key objectives.

“I am very energized after speaking with each of our staff over the last 3 weeks, listening to their thoughts and recommendations and enjoying the Blytheco 3.0 journey,” said Blythe. “We are preparing Blytheco to take advantage of the many opportunities our industry affords us and the Blytheco 3.0 strategy guarantees that we will be in an excellent position to achieve our goals and continue as an industry leader.”

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About Blytheco, LLC

Serving the SMB and small enterprise business community since 1980, Blytheco offers a wide variety of business management software (ERP, CRM, HRMS, Marketing Automation) delivered as on-premise or SAAS solutions, supported by exceptional professional services to enable business to obtain their goals. Risk assessment, change management, [marketing strategy](#), process work flow improvement and refinement of best practices assure a successful implementation of software solution tailored for specific business objectives. With 130 employees across the U.S. in sixteen states, Blytheco works with over 5,000 clients in many industries to help turn dreams into productivity. For more information, please visit www.blytheco.com or follow us on our Blog – [Think.Blytheco.com](#), on [Facebook](#), [LinkedIn Groups](#) and [@BlythecoLLC](#) on Twitter.

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