



For Immediate Release

Nuage Marketing Provides Consulting to Napersoft to Refine Its Marketing Strategy for the Insurance Industry

Candiac, Quebec (Dec. 1, 2009) – Nuage Marketing Inc., an independent full-service marketing company specializing in high-technology, is providing marketing consulting services to Napersoft Inc., an Illinois-based software provider of customer communication management (CCM) software solutions.

Since 2007, Nuage Marketing has been providing marketing services to Napersoft as an extension of its sales and marketing team. When Napersoft recently decided to refine its marketing strategy for its CCM software solutions to focus on an insurance industry specific solution, they immediately turned to Nuage Marketing to help them put the marketing plan and collateral in place.

“We recently changed our marketing direction and focus and this required some new approaches and creative thinking. Nuage Marketing has been excellent at designing new websites and collateral to go along with our strategy,” said Steve Chamberlin, Vice-president of Sales and Marketing for Napersoft. “We consider Nuage Marketing as part of our team, not just a service provider,” Chamberlin added.

Nuage Marketing provides strategic marketing and communication services to emerging and established technology companies. “With many years of experience in both marketing and engineering, Nuage Marketing consultants are the ideal choice for bringing new technology products to the market,” said Nicole Faubert, President of Nuage Marketing. “We understand technology products and know the best way to introduce them to the market. Our core values of honesty, energy, and determination encompass all of the projects that we work on and ensure high quality results and value to our customers,” Faubert added.

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About Nuage Marketing Inc.

Nuage Marketing Inc. (www.nuagemarketing.com), is an independent full-service marketing company specializing in high-technology. Founded in 2007, our consultants have more than 20 years of experience in marketing and engineering. Our marketing services include web site design and development, search engine optimization, technical documentation, product datasheets, press releases, on-line and print advertising, marketing research, and more. Whether acting as an outsourced marketing department or an extension of our customer’s team, our core values of honesty, energy, and determination encompass all of the work that we do. Our goal is to help our

customers find the best way to bring to new and innovative high-tech products to market and achieve real and lasting revenue growth.

For more information, visit the company website www.nuagemarketing.com or contact Nicole Faubert, President of Nuage Marketing Inc. at:

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About Napersoft

Napersoft is the leading provider of real-time Customer Communications Management (CCM) software solutions. For more than 20 years, Napersoft has assisted customers of all sizes and across various industries to implement innovative real-time CCM solutions. With Napersoft CCM, customers achieve top line revenue growth via cross-sell and up-sell strategies, streamline core business processes, improve customer satisfaction, optimize distribution channels, improve business agility and reduce costs.