



## **FORIX Integrates Sales Leads Ordering Powered by USADATA to its PrintBridge Software**

**New York, NY August 19, 2008** – USADATA ([www.usadata.com](http://www.usadata.com)), the leading provider of Sales Leads On Demand™, and FORIX, a leader in web-to-print and order management technology, announced today a new partnership that enables users of FORIX PrintBridge software ([www.forixprintbridge.com](http://www.forixprintbridge.com)) to offer mailing lists and sales leads through their e-commerce storefronts.

FORIX PrintBridge customers offer their clients the ability to order printed pieces for direct mail campaigns online. Integrating USADATA's Leads Module, users now have the option to seamlessly supplement their print orders with targeted mailing lists and sales leads within the same transaction.

"The Leads Module enables organizations with web-to-print or print on demand sites to easily integrate sales leads ordering and open a new revenue stream. PrintBridge users will benefit from giving their customers access to the highest quality leads available through a simple, user-friendly workflow", said Jon Rapkin, SVP at USADATA.

"The Leads Module allows print companies and brokers to successfully pursue larger direct mail accounts that would have previously been out of their league. It is a tremendous competitive advantage to be able to offer a complete one-stop-marketing shop," said Brian Taylor, VP of Business Development for FORIX.

The Leads Module is easily configurable and can be integrated into leading web-to-print solutions including XMPie, Four51, Press Sense, PageFlex, and now FORIX PrintBridge. PrintBridge allows small businesses to accomplish a variety of tasks including accepting orders, printing data files through their website, providing customizable designs to customer's online, and now offering targeted mailing lists and sales leads via USADATA's Leads Module.

### **About USADATA**

USADATA is the leading provider of Sales Leads On Demand and CRM Software On Demand Technology. USADATA has securely delivered over 1 billion targeted, privacy-assured sales leads that have helped over 100,000 businesses nationwide, across all industries, grow their business. USADATA has been named to the Inc 500 Fastest Growing Private Companies, Deloitte & Touche New York Technology Fast 50, and Computerworld's Top 100 Emerging Companies.

### **About FORIX**

FORIX is passionate about helping entrepreneurs meet their goals, regardless of the size of their company. Specializing in rapid growth environments, providing businesses with the know how and resources to meet the challenge of swift change head on. FORIX provides consulting services, order management systems, IT architecture, web and software development, marketing resources and much more.

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