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## ***VISUAL SOFTWARE SYSTEMS, INC. FOUNDED***

### ***Software Industry Veteran Finds Marketing Software Company***

Little Silver, New Jersey, April 8, 2002 – Visual Software Systems, Inc. today announced its formation as a private company devoted to the development of 100% web-based software to make today's outbound marketing processes more efficient.

The Company is led by Roger D. Sparks, a marketing executive with over 30 years of software development and marketing experience. Mr. Sparks has played key roles in a number of successful software ventures including worldwide software manufacturer Princeton Softech, Inc., software development tools manufacturer Thoroughbred Software International, and State of the Art, the original developer of MAS 90, the popular mid-market accounting software.

Henry Ford, the manufacturing innovator once said, "I know that half my advertising is a waste of money – I just don't know which half." Mr. Sparks decided to start Visual Software Systems because all companies need to better manage and understand the results obtained from their marketing expenditures, and need better technological processes to get qualified high quality leads into the hands of their sales force.

Gartner, the leading research and advisory firm, predicts that in "2003, marketing will become accountable." Over the course of his career, Mr. Sparks developed and refined a broad set of best practices that enable marketing organizations to be more effective, and help marketing and sales work better together. Visual Software Systems' first product will enable customers to implement these best practices. First product release to beta test sites is planned for January, 2003.

According to Joe Allegra, Venture Partner of Edison Venture Fund, "Roger has a profound real-world understanding of what it takes for organizations to market and sell effectively. We foresee great potential for software to facilitate these processes. Even though marketing is one of the biggest costs at many businesses, the marketing department is the last department in the enterprise to be automated."

### **About Visual Software Systems, Inc.**

Visual Software Systems (visualsoftsys.com) develops 100% web software that helps organizations, advertising agencies and sales channels generate more leads and shorten sales cycles. The Company's marketing software makes it easy for customers to implement the best practices of 1-to-1 relationship marketing, increasing revenues while reducing marketing costs.

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