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VisualME™ 2.0 SUPPORTS HOSTING BY ADVERTISING AGENCIES

Software Makes it Easy for Advertising Agencies to Develop and Deploy Marketing Campaigns that Drive Leads to Their Client's Web Sites

Little Silver, New Jersey, September 3, 2002 – Visual Software Systems, Inc., the provider of software that makes 1to1 marketing easy, today announced the release of version 2.0 of *VisualME*, 100% web software that helps businesses generate more qualified sales leads and shorten sales cycles.

The new release enables advertising agencies and marketing services firms to host *VisualME* using their own web sites for their clients' marketing campaigns. This allows agencies to develop, deploy, update and monitor marketing campaigns that drive prospects to their client's web sites and sales teams without relying on the client's IT department to set up campaigns, a common frustration for both agencies and their clients.

VisualME now delivers detailed monthly reports on campaign activity and lead generation results to both the agency and its clients. These quantitative metrics help agencies demonstrate the value of their services to clients and improve campaign effectiveness while the campaign is in progress. Clients can also dynamically download new prospect information in real time, in standard industry formats, for use in sales management or other enterprise applications.

Using the agency-hosted model, *VisualME* now also supports clients who run their web sites in a Unix environment, which is common in large organizations. *VisualME* runs in an ASP environment at the agency, and uses XML, a standard format for internet data, to manage content, track prospects, and funnel leads to the client's UNIX web site.

"*VisualME* agency hosting enables advertising agencies to generate new revenue streams from existing accounts," said Roger Sparks, Visual Software CEO. "Offering *VisualME* also helps agencies win new business by differentiating their services from competitors. It can be a significant addition to an agency's service and creative offerings."

VisualME 2.0 is available immediately.

About Visual Software Systems, Inc.

Visual Software Systems (visualsoftsys.com) develops 100% web software that helps organizations, advertising agencies and sales channels generate more qualified sales leads and shorten sales cycles. The Company's marketing software, *VisualME*, makes it easy for customers to implement the best practices of 1to1 relationship marketing, increasing revenues while reducing marketing costs.

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