



For Press Information:
Roger Sparks
Visual Software Systems, Inc.
732.450.0560
roger.sparks@visualsoftsys.com

GARFIELD GROUP SELECTS VisualME™

***Leading advertising/PR agency chooses marketing software to
enhance client and agency marketing programs***

Little Silver, New Jersey, September 10, 2002 – Visual Software Systems, Inc., the leading provider of software for relationship marketing through your web site, today announced that The Garfield Group, a leading advertising and public relations agency, has selected *VisualME* to deliver added value to its clients as well as enhance its sales and marketing efforts. *VisualME* is 100% web software that helps organizations, advertising agencies and manufacturer's rep firms generate more leads and shorten sales cycles.

VisualME is sold as a hosted environment for advertising agencies. The agency will install and operate *VisualME* on their own web site, allowing them to manage the technical aspects of new campaign development and dynamically analyze responses for selected agency clients. Responses are measured and automatically routed to appropriate areas of the client web site. Client personnel are given password secured internet-based access to all campaign responses as well as a complete client web site traffic analysis of individual responses associated with campaigns.

The Garfield Group is one of the largest independent advertising and public relations agencies with a sole focus on technology. They will use *VisualME* to enhance their clients' lead generation programs. "*VisualME* automates many of the technical tasks related to web marketing," said Larry Garfield, President of The Garfield Group. "The detailed campaign metrics will help us test everything we do, continuously improving response rates, and helping us earn more business."

The sale to The Garfield Group opens an important distribution channel for Visual Software. "This is the first step in a major effort to market *VisualME* to advertising agencies and their customers," said Roger Sparks, Visual Software CEO. "The marketing expertise of The Garfield Group will allow them to quickly leverage the power of *VisualME* to help generate client leads and shorten sales cycles. For Visual Software, adding The Garfield Group to our customer base will also lead to additional sales as they market its benefits to their clients."

About The Garfield Group

The Garfield Group (garfieldgroup.com) is one of the industry's largest independent advertising and public relations agencies with a sole focus on technology. Working with Internet, e-business and software companies, their aggressive approach drives business objectives, creates impact and builds great technology brands. Based in Newtown, PA, their clients include companies such as InterDigital, Fiberlink Communications, Princeton Softech, Bentley Systems, and Gore International.

About Visual Software Systems, Inc.

Visual Software Systems (visualsoftsys.com) develops 100% web software that helps businesses, advertising agencies and manufacturer's rep firms generate more qualified leads and shorten sales cycles. The Company's marketing software, *VisualME*, helps businesses increase sales and reduce marketing costs by doing relationship marketing and selling through their own web site.

###