



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Aspire Technologies, Inc. Attains Gold Certified Partner Status in Microsoft Partner Program

Creator of QuoteWerks further distinguishes itself with the Microsoft ISV/Software Solutions competency.

ORLANDO, FL (Vocus/PRWEB) August 13, 2008 — Aspire Technologies, Inc., a leading provider of sales quoting software solutions for the global small and midmarkets, confirmed today that it has attained Gold Certified Partner status in the Microsoft Partner Program. The developer of QuoteWerks also maintains its Microsoft ISV/Software Solutions competency. Having demonstrated expertise with Microsoft technologies and a proven ability to meet customers' needs, Aspire Technologies will be able to capitalize on the benefits Microsoft reserves for Gold Certified Partners including access, training and support, further expanding the Orlando based ISV's competitive stance in the channel.

Aspire Technologies, Inc. develops and markets the leader in value priced sales quoting solutions for the SMB market. Currently the company has deployed its principal sales quoting application QuoteWerks to companies in 80 countries with approximately 48,000 users. For over 15 years, the company has focused on the development of QuoteWerks as an add-on to both CRM and accounting applications including Microsoft Dynamics CRM and Microsoft Office Outlook. With QuoteWerks, companies of any size and industry focus can automate their sales quoting process which in turn will, at minimum, alleviate costly quoting errors, increase sales team efficiency, and reduce the firm's cost of sales.

Brian Laufer, Vice President of Operations for Aspire Technologies, said, "Passing the highest level of requirements from Microsoft which includes a combination of Customer Referrals and technical certification, further illustrates the value, stability, and quality QuoteWerks offers the SMB market."

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, corporate vice president of the Worldwide Partner Group at Microsoft Corp. "They need to trust in a company that can act as an expert adviser for their long-term strategic technology plans. Microsoft Gold Certified Partners, which have certified expertise and direct training and support from Microsoft, can build a positive customer experience with our technologies. Today, Microsoft recognizes Aspire Technologies, Inc. as a new Gold Certified Partner for demonstrating its expertise providing customer satisfaction using Microsoft products and technology."

As one of the requirements for attaining Gold Certified Partner status, Aspire Technologies had to maintain its declared ISV/Software Solutions competency. Microsoft Competencies are designed to help differentiate a partner's capabilities with specific Microsoft technologies to customers looking for a particular type of solution. Each Competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry. The ISV/Software Solutions Competency recognizes the skill and focus partners bring to a particular solution set. Microsoft Gold Certified Partners that have obtained this competency have a successful record of developing and marketing packaged software based on Microsoft technologies. Aspire Technologies has



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maintained its ISV/Software Solutions Competency since first attaining it in March 2006, when the company became a Microsoft Certified Partner.

“Solutions competencies are an important way for Microsoft to better enable ISVs to meet customer needs,” said Sanjay Parthasarathy, corporate vice president of the Developer and Platform Evangelism Group at Microsoft Corp. “They allow ISVs to keep and win customers through their deep knowledge of solutions-based Microsoft platform technologies. Microsoft has a long history of working closely with ISV partners to help them deliver compelling solutions and applications to our mutual customers, and the Microsoft Competencies are an important step in continuing to enhance vital relationships with ISVs worldwide.”

The Microsoft Partner Program was launched in October 2003 and represents Microsoft’s ongoing commitment to the success of partners worldwide. The program offers a single, integrated partnering framework that recognizes partner expertise, rewards the total impact that partners have in the technology marketplace, and delivers more value to help partners’ businesses be successful.

About Aspire Technologies and QuoteWerks®

Aspire Technologies, the creators of the award winning QuoteWerks® sales quoting software, is the leading provider of sales quoting software with its award winning QuoteWerks® application deployed to thousands of businesses and enterprises worldwide. QuoteWerks® integrates with leading CRM and accounting packages, along with IT distributors D&H®, Ingram Micro®, SYNEX®, and Tech Data®, enabling businesses in all industries to integrate QuoteWerks™ seamlessly into their existing environments. Aspire Technologies is headquartered in Orlando, Florida and is a Microsoft Certified Partner. For more information please visit www.quotewerks.com.

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