



MEDIA RELEASE

Media Contact

Keith D. Carrington
Vice President of Sales & Marketing
Phone: (407) 248-1481
Fax: (407) 248-1482
keith.carrington@quotewerks.com

FOR IMMEDIATE RELEASE

Aspire Technologies, Inc. and MasterMine Software Announce Launch of MasterMine™ for QuoteWerks™

Enhanced reporting and analysis tool will increase the efficiencies afforded by QuoteWerks to users in all industries.

ORLANDO, FL (PRWEB) July 19, 2006 — Aspire Technologies, Inc., a leading provider of sales quoting software solutions for the global small and midmarkets, and MasterMine Software, Inc., today announced the upcoming market launch of a new reporting tool developed and integrated by MasterMine™ for QuoteWerks™.

Minneapolis based MasterMine Software, Inc., creators of the award winning reporting and business analysis tool for the GoldMine® CRM system has completed beta testing on its reporting and analysis add-on for QuoteWerks™. MasterMine™ for QuoteWerks™ will enable QuoteWerks™ users regardless of their CRM system or QuoteWerks™ edition to obtain real time, dynamic reporting. Previously, MasterMine™ only worked with QuoteWerks™ if GoldMine®, QuoteWerks™ Corporate Edition, and MasterMine™ were all used together; which was a small subset of the QuoteWerks user base.

Unlike traditional report authoring tools and applications, MasterMine™ for QuoteWerks™ will allow users to easily create user-definable reports on demand, run analysis, and report on quote, order, and invoice data regardless of technical proficiency. "MasterMine stresses easy information retrieval for sales managers and others who rely on timely, sales-related data to perform their job duties and run their businesses," commented Rob Machalek, President of MasterMine Software, Inc. "Our users are experts in their businesses, not necessarily in database management or report writing which until now has frustrated many professionals seeking to improve their reporting capabilities."

With the new add-on, QuoteWerks™ users can further strengthen their reporting capabilities as offered through the QuoteWerks™ reporting module. "The expanded ability to customize one's reporting through QuoteWerks™ will further position QuoteWerks™ as the quoting solution of choice for companies across all industries," noted John C. Lewe IV, President of Aspire Technologies, Inc. "We are excited about the launch of this add-on and the functionality and time savings it can afford our 40,000 users."

Functionality features for MasterMine™ for QuoteWerks™ include the ability to segment, report, and analyze data by both document type (quote, order, invoice) or by product line; forecasting by sales representative, document date, manufacturer, product or



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service, bundle, or item type; and commission reporting and tracking. Harnessing the functionality and ease of Excel PivotTables, users will be able to customize their reports

based on individual needs and preferences while maintaining QuoteWerks™ labels for ease of identification.

MasterMine™ for QuoteWerks™ will be commercially available beginning Tuesday, August 1, 2006, through MasterMine Software, Inc. and its worldwide channel of resellers. For more information on this product, please visit www.masterminesw.com.

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 all major and leading CRM packages including ACT!™, Goldmine®, Maximizer®, MS CRM, Outlook®, TeleMagic®, salesforce.com® and SalesLogix® 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.

About MasterMineSoftware, Inc.

Founded in May of 1999, MasterMine gives GoldMine user-friendly reporting and analysis capabilities normally reserved for million-dollar CRM systems. MasterMine's award-winning powerful reporting system allows GoldMine users to easily obtain summary and detail data through live reports from targeted GoldMine records. MasterMine has won top honors from FrontRange Solutions™ and its worldwide network of Solutions Partners for the important value that it provides GoldMine users and managers. MasterMine has offices in Minneapolis and a distribution and value added reseller network worldwide.

QuoteWerks is a trademark of Aspire Technologies, Inc. Other trademarks referenced are the property of their respective owners.

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