



Press Release
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FOR IMMEDIATE RELEASE:

**DocuMatix and CalcXML
Announce Strategic Alliance and Emails On Demand**

SALT LAKE CITY (September 14, 2009) - DocuMatix, LLC announced today a new strategic alliance to offer the financial and others markets a new product called Emails On Demand™. Emails On Demand™ is the combined efforts of two powerful technologies offered up by both DocuMatix and CalcXML.

First, DocuMatix provides the software Emails On Demand™ which is a trigger-based email marketing platform that is driven by the behavior of the email recipients.

Second, CalcXML provides over 130 state-of-the-art financial calculators that are included in Emails On Demand™. All of the financial calculators can be branded, or completely customized using an XML-based API.

The combination of the Emails On Demand™ trigger-based email marketing platform and financial calculators creates an extremely effective marketing tool. Consumers are able to come to a web site, use a calculator, and (via opt-in) receive information relating to the calculator they used. For instance, if a Home Mortgage calculator is used then the consumer might receive a triggered email related to mortgages a Credit Union or Bank might be offering. At the heart of Emails On Demand™ is the Marketing Path™ which contains rules (setup by the marketer) that will trigger subsequent emails to the consumer based on their behavior.

Since Emails On Demand™ is completely compatible with the DocuMatix Product Suite customers will be able to combine the power of both Traditional and Trigger-based Email Marketing. The combination of both products provides a complete email marketing solution that is highly synergistic and is simply unmatched in the industry today.

"We are truly excited and proud of our relationship with CalcXML. The combined efforts of DocuMatix and CalcXML will help drive a greater ROI for our customers. At the same time consumers will be better informed about solutions in a time that they need it the most," commented Paul Jaramillo, President, DocuMatix, LLC.

"The synergy of our two products is amazing. Online financial calculators have always been a perfect place for marketing financial products, and now with Emails On Demand, we provide our clients with an easy-to-use toolset to accomplish this," commented Chris Brockbank, President, CalcXML, LLC.

Emails On Demand™ is available as a stand-alone product, and is also completely compatible with the DocuMatix Product Suite.

About DocuMatix

DocuMatix, LLC, is a trusted and seasoned provider of on-line communication and marketing tools used by over 125 financial institutions. DocuMatix services include traditional and trigger-based email marketing, secure web forms, event registrations, surveys, web polls, e-Alerts, RSS Feeds and Text Messaging.

About CalcXML

CalcXML, LLC, has been providing reliable and unbiased online financial tools for over 15 years to many of the country's largest financial institutions. CalcXML currently has over 150 clients and hosts over 3 million calculator runs per month. Offering financial calculators as web services and for any country and language, CalcXML has set itself apart from the competition.

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