

Press Release  
03/09/2004

FOR IMMEDIATE RELEASE:

## **DocuMatix and Beyond Marketing Announce Strategic Partnership**

SALT LAKE CITY (March 9, 2004) - DocuMatix, LLC and Beyond Marketing, LLC today announced a new partnership to provide full-service email marketing initiatives for the credit union and other financial industries. Beyond Marketing, LLC's expertise in marketing and credit union experience combined with DocuMatix, LLC's marketing products and services will come together to form a complete full-service email marketing offering.

Beyond Marketing, LLC's full-service solution includes an array of e-marketing initiatives including email marketing strategy development to support business goals, campaign creation and implementation, and forecasting and return on investment analysis for each campaign. In addition, Beyond Marketing, LLC will assist clients with list selection, segmentation strategies and list management.

"With the high cost of traditional advertising mediums, such as direct mail, radio and television marketers are being forced to focus more on marketing. It is the sales and communication channel preferred by millions and it provides instantaneous delivery and feedback (speed-to-market). I am excited about our partnership with DocuMatix, LLC, which will allow us to bring this high-quality, cost-effective medium to our clients," commented Lisa Renner, Chief Executive Officer, Beyond Marketing, LLC.

DocuMatix provides sophisticated online tools that allow for the creation of professional e-marketing documents to include emails, surveys, web forms, and secure email. The complete DocuMatix Product Suite allows the organization to market to their members in a variety of ways with technology that helps meet strategic business objectives.

"I am extremely pleased and excited to work with a company with the experience that compliments our own in a way that is an all around benefit to everyone. We look to increase the overall value to customers by exploiting the synergies found in our two companies." says Paul Jaramillo, Chief Operations Officer, DocuMatix, LLC.

By leveraging the combined strengths of Beyond Marketing, LLC and DocuMatix, LLC, organizations can take advantage of a full-service email marketing system that is backed by proven technology along with years of marketing and consulting experience.

### About Beyond Marketing, LLC

Beyond Marketing, LLC is a full-service marketing consulting firm with comprehensive experience in developing successful *marketing strategies for the credit union industry*. As the only marketing CUSO in the U.S., Beyond Marketing, LLC understands credit unions. Beyond Marketing provides in-depth strategic planning that covers situation analysis, positioning, goal and strategy direction, program staging, and effective promotional campaigns with benchmarking and measurement. Beyond Marketing's many years of experience in strategic planning and marketing allow them to take business objectives and apply result-driven techniques that generate revenue.

### About DocuMatix, LLC

DocuMatix, LLC, is a provider of online marketing tools and services to include permission based email marketing, surveys and secure email. The flagship product of DocuMatix is the DocuMatix Email Manager which includes a powerful creation wizard and a robust real-time reporting engine that allows for the creation of virtually unlimited designs and new levels of professionalism offered within every email.

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