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**TMA Resources and HighRoad Solution Announce Strategic Partnership**

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VIENNA, Va. (Tuesday, August 28, 2007) -- TMA Resources, a leader in member-centric software, today announced a partnership agreement with HighRoad Solution, a provider of electronic document delivery services. The integration will give TMA Resources the opportunity to extend TIMSS and Personify's existing capabilities in the areas of e-marketing and broadcast communications.

Personify will interface with, eMS 4.0, HighRoad's flagship eMarketing Suite, which can easily integrate with Personify's marketing, ad-hoc query, and list maintenance features. Using Personify's Data Analyzer, end users can create targeted e-mail lists to use in conjunction with eMS 4.0's powerful personalization, distribution, and tracking tools.

"TMA Resources understands that associations require greater functionality, depth, and power from their e-marketing programs. This new partnership will enable TMA Resources to leverage HighRoad Solution's e-mail distribution, reporting and compliance capabilities," said Edi Dor, TMA Resources President and CEO. He continued, "The partnership will provide Personify users with an easy and cost-effective way to increase e-mail deliverability and readership rates."

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HighRoad Solution offers many benefits to Personify users, including:

- **Automated Membership Renewals:** Membership renewal communications can be automatically sent based on the membership expiration date field in Personify.
- **Design Services:** E-mail templates that fit an organization's brand can be customized by HighRoad Solution's creative services department.
- **Reporting Features:** Customers can track deliveries, opens, and click-through rates to determine campaign effectiveness.
- **Web Analytics Integration:** Personify users can create e-mail campaigns based on member's Web site actions. For example, special offers can automatically be sent to members with abandoned shopping carts.

HighRoad Solution President & CEO David Caruso is excited about the new partnership. He stated, "This partnership will greatly benefit all Personify users who are responsible for marketing activities such as: e-mail marketing, campaign management, list maintenance, and measuring campaign effectiveness." He added, "We are delighted to be able to partner with a leader in the AMS industry."

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**HighRoad Solution:** Headquartered in Ashburn, Virginia, HighRoad Solution is a one-stop shop for associations/nonprofits looking to improve and enhance their e-commerce, e-marketing and e-messaging applications. HighRoad's integrated platform integrates with TIMSS/Personify and encompasses all modes of messaging including e-mail, fax, mobile text and voice. HighRoad also offers a wide range of conferencing and online event solutions. HighRoad's industry knowledge and experience provides customers with enhanced integrated solutions using best of breed technology and services. . For more information about HighRoad Solution visit [www.highroadsolution.com](http://www.highroadsolution.com).

**TMA Resources, Inc:** Headquartered in Vienna, Va., TMA Resources, Inc. and its team of highly skilled professionals produce member relationship software solutions. Clients include many of the most prestigious professional societies, trade associations, labor unions, and other member-centric organizations in the United States and overseas. TMA Resources was named #322 on the 2006 *Software 500* listing and is listed as one of the largest technology employers in the Washington, D.C. metropolitan area by the *Washington Business Journal*. For more information about the company, visit [www.tmaresources.com](http://www.tmaresources.com).