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AccountMate®

Software Company's Resellers Vote on New Product Features

AccountMate's Annual Conference Focuses on Selection of New Product Enhancements

PETALUMA, CA (November 4, 2009)— AccountMate Software Corporation's annual SYNERGY Conference brought together its largest reseller and vertical software providers in San Francisco, CA.

One unique aspect of the conference is that attendees voted on enhancements for future products. AccountMate gets direct feedback from their channel of business partners on the benefit their clients derive from enhancements in the product. From a list of enhancement requests submitted by the resellers and their clients, the attendees vote on the importance of each proposed feature.

For SYNERGY 2009, AccountMate held a group design discussion on the highest priority enhancements from the voting session. There was lively discussion as the moderated discussion reviewed possible design specifications.

AccountMate values feedback on those aspects of the business that can better help the business partners' clients and their business. The AccountMate SYNERGY conference and sessions is another example of the shared-responsibility model of producing powerful accounting software.

After-conference survey results showed that the overall rating for the value of them attending the conference was 97%.

One comment on the value of attending SYNERGY was from an AccountMate business partner who wrote, "The amount you learn about the company and related products is invaluable, as well as the relationship with other VARs. The conference will pay for itself 10 times over."

Based on reseller recommendations from the SYNERGY 2008 conference a year earlier, more than 30 new features have been added to new versions of AccountMate's software in 2009.

About AccountMate Software Corporation

Founded in 1984, AccountMate develops and markets fully modifiable business accounting software. Systems range from single user versions to those that support over hundreds of users simultaneously. AccountMate software is distributed exclusively through a worldwide channel of authorized solution providers. AccountMate can be reached at (800) 877-8896 or at www.accountmate.com.

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