

FOR IMMEDIATE RELEASE

VUE Software to Promote Insurance Sales Solutions at AHIP Institute 2010

Coconut Creek, Florida, 6/8/2010 — VUE Software® today announced its participation in the AHIP Institute 2010 conference to be held at Caesars Palace in Las Vegas June 9-11. VUE Software will take the opportunity to connect with industry partners and customers and share how their technology solutions can help health insurance organizations to successfully manage the near and long-term changes affecting the industry.

AHIP Institute provides a great forum to discuss major industry events and trends, such as health care reform and its effects on the business models of health insurance organizations. VUE Software is actively involved in this discussion, and is extending its investment in the health plan market as its solutions become an even larger part of the technology foundation underlying the nation's most prominent health plans.

"Coming market scenarios demand that health plans be more agile than ever in bringing new products to market. Effective management of their distribution channels will play a key role in realizing this goal," said Joseph Westlake, Vice President at VUE Software. "VUE Software's sales performance management technology provides the right mix of tools to carriers and agents enabling them to react quickly to market changes. We are excited to showcase our solutions at AHIP with our partner Microsoft, a fellow leader in the health market whose platform forms the backbone of our solutions."

VUE Software delivers sales performance capabilities to carriers through VUE IncentivePoint, which integrates the company's premier offering VUE Compensation Management and Microsoft Dynamics CRM. The solution is available in both on-premise and on-demand Software-as-a-Service offerings to give insurers even greater flexibility and lower cost of ownership.

VUE Software is providing an exclusive opportunity to AHIP attendees to register for a webcast presented by Jeff Walker, Vice President at Insphere Insurance Solutions titled *Customer Relationship Management for Distribution Success: Support Agents Throughout the Sales Cycle to Better Meet Client Needs*. Visit VUE Software at the Microsoft booth for more details or [click here](#) to register online.

About VUE Software®

VUE Software® is dedicated to providing industry-specific business technology solutions to companies in the insurance, healthcare, and construction verticals. Because they are tailored to the needs of these particular industries, our solutions are different from one-size-fits-all performance management and compensation suites such as enterprise incentive management (EIM) and sales performance management (SPM) solutions. VUE Software's solutions allow companies to manage strategic incentive plans, automate producer administration and organize complex data and contractor policies, resulting in greater administrative efficiency and improved sales performance. For more information about VUE Software, please call 1.877.4.VUESOFT or visit www.vuesoftware.com.

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