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Microsoft Invites VUE Software to Record Marketing Partnercast - Free Podcast Download for Microsoft Certified Partners

Coconut Creek, Florida, 2/23/2009 – Computer Solutions & Software International (CSSI) announced that Microsoft has invited two members of the VUE Software management team to participate in an interview to promote marketing excellence among Microsoft Certified Partners. The interview will be offered to fellow Microsoft partners in the form of a streaming podcast. The Partnercast program is part of Microsoft's Partner Business Network, a collaborative effort between Microsoft and Marketing Profs as an effort to offer marketing support to its certified partners.

Microsoft chose VUE Software as a model partner for its use of creative and effective marketing campaigns. In choosing to highlight the VUE Software team, Microsoft aims to promote best practices and creative processes in marketing campaigns among its certified partners.

In the interview, Joseph Westlake, Vice President of Corporate Strategy, and Stephanie Bruno, Marketing Coordinator, shared their views on the importance of creative campaign strategies and the role that integrated activities can play in lead generation. Mr. Westlake and Ms. Bruno described their unique approach to direct mail, as well as their innovative methods of integrating in-house technology expertise with other elements such as telephone follow-up.

"We are honored that Microsoft has acknowledged our efforts. We hope our marketing initiatives will inspire other Microsoft partners to be creative and integrated", said Stephanie Bruno of VUE Software.

The podcast of the interview will help marketing teams to find the shift in perspective needed to tackle challenging market demands. Audio of the VUE Software interview is offered exclusively to Microsoft certified partners as a streaming podcast on the Partner Business Network.

About Microsoft

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. For more information about Microsoft, please visit www.microsoft.com.

About CSSI and VUE Software®

VUE Software® is the product division of Computer Solutions and Software International (CSSI) 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.

Media Contact:

Stephanie Castro
954-419-1008 x101
4800 Lyons Technology Parkway, Suite 4
Coconut Creek, FL 33073

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