

Protus Announces Full Integration of Campaigner into Its Suite of Online Communications Tools for Small-to-Medium Businesses

Ottawa (May 12, 2009) - [Protus](#), one of the leading providers of Software-as-a-Service (SaaS) communications tools for small-to-medium (SMB) businesses and enterprise organizations, today announced that it has completed the integration of [Campaigner](#) email marketing service into its popular suite of business communications tools. Protus acquired Campaigner in June of 2008 to extend its strategy of helping SMBs and enterprise organizations communicate more efficiently and cost-effectively with customers and prospects.

Since the acquisition of Campaigner, the company invested millions of dollars in a new, dedicated data center as well as product development, customer support improvements and technology enhancements. Protus is committed to aggressively continuing this level of support to keep Campaigner at the forefront of Web-based email marketing services.

Protus provides additional Web-based communications tools for SMBs and enterprises. These tools include the award-winning [MyFax](#), the world's fastest growing Internet fax service, and [my1voice](#), a cost-effective, feature-rich virtual PBX phone service that allows SMBs to present a more professional image to callers while improving the efficiency and effectiveness of their voice communications.

Protus' current and future investments in Campaigner closely align the email marketing service with the company's strategic focus on delivering Software-as-a-Service business productivity tools and a superior user experience to the SMB market. Protus also continues to support and develop Campaigner's advanced email automation features (formerly known as CampaignerPro) for businesses that require more sophisticated functionality, allowing organizations to quickly scale their email marketing programs as their businesses grow.

"Our products have repeatedly earned industry awards and top rankings for delivering a superior customer experience," said Joseph Nour, CEO of Protus. "One of our primary goals this year has been to apply what we've learned from our success to Campaigner. We've made great progress in enhancing Campaigner's usability and strengthening customer support and training services to help our customers implement successful email marketing programs. We're excited about where we are and about the many additional improvements we'll be announcing throughout the year."

Top highlights of Protus' completed and planned improvements to the

Campaigner email marketing service include:

Product Development

- Hundreds of new professionally-designed email templates have been added to help users quickly create eye-catching newsletters, postcards and special promotions
- A new Campaigner Dashboard and enhanced list building features improve usability, list management and navigation throughout the campaign creation process

Customer Support and Service Enhancements

- Campaigner's new StartUp! services provide free template-tailoring and training services to help new users get started as quickly as possible; additional email marketing education and certification services will be announced in Q2
- Improvements in 24/7 customer support include online chat for providing instant help to new and existing customers
- A new online community and online surveys provide a forum for Campaigner users to share email marketing and business growth tips, in addition to providing mechanisms for Protus to continually gather direct feedback from customers about the product and their user experience

About Protus

Protus® provides the highest quality Software-as-a-Service (SaaS) communications tools for small-to-medium-businesses (SMB) and enterprise organizations, including award-winning [MyFax](#), the fastest growing Internet fax service; [my1voice](#), the cost-effective, feature-rich virtual PBX phone service that travels with the user from phone to web; and [Campaigner](#), the email marketing solution with advanced automation features. Protus' commitment to delivering a superior user experience has resulted in a continually growing and loyal customer base, allowing market leadership in industries including finance, insurance, real estate, healthcare, transportation and government. For more information about Protus and its family of communication tools, call 888-733-7007 or visit www.protus.com.

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