

PRESS RELEASE
Hall Marketing, Inc.

Hall Web Services Awarded Preferred Vendor Status by Sage Software

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Scarborough, Maine – Hall Web Services of Scarborough, Maine joins a select few web development firms awarded the prestigious Preferred Vendor status by Sage Software. Sage Software, as a world leading provider of business management software and services to small and medium-sized businesses (SMBs), seeks highly-qualified, results-driven marketing companies to support their network of 3000+ business partners, who resell and support Sage Software's product lines, which includes ACT! by Sage, Sage CRM, Sage Abra HRMS, Sage MAS 90 and 200 ERP, Sage ACCPAC, Peachtree by Sage and numerous other solutions.

To be considered for this status, vendors are subjected to rigorous analysis of their business practices and are required to give extensive supporting documentation and references from their clients. If approved, they receive several benefits, such as being officially recommended by Sage Software and promoted to business partners by the corporation.

"We are truly honored to be recognized by Sage Software," said Tom Hall, President and CEO of Hall Web Services, "In fact, this may be the most significant distinction in our company's history. We have worked very hard over the past seven years to provide top results for our Sage Software business partners, and I look forward to providing more services for our existing customers and reaching out to new ones." Currently Hall Web Services serves almost two dozen Sage Software business partners who offer a variety of solutions for business needs, including HR/Payroll systems, accounting and financials, CRM solutions, fixed asset management and solutions specifically for nonprofits.

At the heart of Hall's web offerings is an excellence in earning favorable organic search results. Rather than many firms, which have separate SEO (Search Engine Optimization) and development departments (or a specialty in one of the two), Hall's web developers are trained intensely in the art of search optimization and develop sites from the ground up to meet search engines' expectations for content, page structure, and server set up. This unique training streamlines the development process and results in a solidly-built web site that is easier to promote by their internet marketing team, which uses authority directories, press releases, industry sites, social media sites and blogs to build strong online reputations for the sites they manage. The impact of these efforts can be felt by clients such as Dresser & Associates, who grew from a small local office to be one of the top Sage Software partners nationally, with offices in Maine, Georgia, Florida and Kentucky after seven years with Hall.

"Our team is really excited about the opportunities offered by our Preferred Vendor status," continued Hall. "We've refined our Sage Software-specific services based on our experiences with the web environment and feedback from our customers, and feel we have the most complete web marketing packages offered by anyone. And with the Web 2.0 era firmly here, our growing expertise in that area will be a key differentiator for partners seeking to create a buzz online."

Hall's pre-approved services available through the Sage Software Co-op Debit Program (which allows Hall to bill Sage Software directly for services and debit the participating partner's earned co-op funds) include original website packages, SEO implementation on an existing website, ongoing internet marketing services, paid search services and a range of copywriting and multimedia services including Flash video compression, blog integration and management, press release and success story writing, podcasting and viral marketing.

About Sage Software

Sage Software supports the needs, challenges and dreams of nearly 2.8 million small and mid-sized business customers in North America through easy-to-use, scalable and customizable software and services. Sage Software's products support accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit and real estate industries. Sage Software is a subsidiary of The Sage Group plc, a leading international supplier of accounting and business management software solutions and related products and services for small and mid-sized businesses. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now has 5.4 million customers and employs over 13,000 people worldwide.

About Hall Web Services

Hall Web Services of Scarborough, Maine specializes in helping small to medium sized businesses and nonprofits achieve their goals online through integrated web development and internet marketing services. Hall's services include web design, managed hosting, eCommerce development, search-friendly copywriting, and multi-point internet marketing strategies. Hall is an established firm with over 230 clients worldwide.

For more information visit www.hallme.com or call (877) HALL-WEB