



FOR IMMEDIATE RELEASE

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TeamSoft Chooses ClearEdge Marketing to Prepare for Business Growth

TeamSoft Expects Effort to Significantly Improve Sales Effectiveness

Chicago, IL (May 18, 2007) — TeamSoft Inc., a premier Wisconsin-based professional IT services firm that provides recruitment, contracting and training services, recently engaged ClearEdge Marketing, a firm specializing in outsourced marketing solutions for professional services companies, to update its go-to-market message strategy, launch the next generation of its Web site and create key sales and marketing tools.

“TeamSoft has been highly successful in helping our clients achieve project success, but we really haven’t focused on marketing our services,” said Eric Larson, TeamSoft partner. “As we considered the possibility of expanding into new markets, we wanted to engage a marketing agency that would help us promote our technology expertise, customer-intimate philosophy and true service value. ClearEdge did just that. They were insightful and easy to work with and they delivered exactly what we needed.”

ClearEdge supported TeamSoft by developing a consistent go-to-market message that improved the company’s positioning while enabling it to effectively communicate its services and value across the marketplace. Leveraging the new message, ClearEdge partnered with TeamSoft to create sales tools across the sales cycle, from introduction and follow up letters to an overview sell sheet and case study summaries. ClearEdge also redesigned TeamSoft’s Web site and updated its content based on a new message strategy.

“TeamSoft is known as one of the top-tier providers of information technology services in Wisconsin,” said Leslie Vickrey, president and founder of ClearEdge Marketing. “We were honored to work with such a stellar company and share our industry insights and experiences to create a world-class sales and marketing toolkit that will help TeamSoft as they look to expand into other markets. I believe this partnership is a significant win for both TeamSoft and ClearEdge.”

About TeamSoft, Inc.

TeamSoft, Inc. is a Wisconsin-based IT professional services firm that has offered exceptional recruitment, contracting and training services to many local companies for more than 11 years. It provides a full range of IT consultants, including application developers, software architects, project managers, business analysts and infrastructure specialists, and is renowned for its significant expertise in Java technologies. Visit TeamSoft online at www.teamsoftinc.com.

About ClearEdge Marketing

ClearEdge Marketing, headquartered in Chicago, IL, provides exceptional outsourced marketing services to small- and medium-sized technology services firms across the globe. The ClearEdge team combines in-depth industry knowledge, technological savvy and creative talent to provide clients with the highest level of service integrity and maximum return on their marketing investment. Companies that rely on ClearEdge's expertise include Harvey Nash, NACCB, RiverPoint, TransTech, Galmont Consulting and The Armada Group. To learn more, please visit www.clearedgemarketing.com.

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