



Improve resource allocation with project management software

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Press Release

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OAK PARK, MI, April 3, 2007 - Vertabase, a leading developer of project management software, today announced that Message Makers, a producer of video, print, audio and interactive multimedia communications, has increased time management efficiency through the implementation of Vertabase Pro software.

Vertabase Pro offers project management tools for non-technical users to organize people and projects by simplifying, centralizing and accelerating access to critical up-to-date information. Vertabase Pro facilitates superior management by providing a framework for increased productivity.

Founded in 1977, Message Makers serves hundreds of clients worldwide, including: Harley Owners' Group, US Office of Overseas Schools, City of Detroit, National Association of Family Child Care, Michigan State University and Association for the Advancement of International Education. With headquarters in Lansing, MI, the company has offices in Illinois, Virginia and Oregon.

Managing the status of on-going projects had been an obstacle for Message Makers' management team for some time because timesheets and status reports were processed separately. After a comparative analysis of several project management software solutions, Message Makers selected and implemented Vertabase Pro one year ago.

"Prior to implementing Vertabase Pro, it was difficult for us to effectively manage resource allocation," said Chiung Cheng, PhD, Controller and Research Director, Message Makers. "We selected Vertabase Pro because it addressed our most essential need - the merging of project status reporting and timesheet management into a single function. Now, with Vertabase Pro, we are able to evaluate overall status instantly."

"Vertabase Pro is simple, straightforward and offers universal access to important information. We use it everyday. For our company, Vertabase Pro has

eliminated inefficiencies and saved considerable time. For me personally, as the individual tasked with managing accounts payable and accounts receivable, it saves hours per week. Now, instead of calling or e-mailing employees about details on their timesheets, all necessary information is at my fingertips," Ms. Cheng concluded.

About Message Makers

Message Makers produce experiences that transform. They make people cry, laugh, think and act. Message Makers provides creative media solutions, primarily in High Definition Video. They offer event AV services, including conference planning, production, staffing, speaker support and audio-visual rentals. Additionally, Message Makers instructional design division provides learning and performance improvement services. For more information, visit www.messagemakers.com.

About Vertabase

Vertabase's flagship product, Vertabase Pro, is a best-in-class project management software solution. Vertabase Pro's unique design makes powerful, results-oriented project management tools accessible to non-technical enterprise users. Vertabase Pro features include advanced resource planning, project tracking, time tracking, project dashboards and comprehensive document management. Vertabase's clients include ABN Amro, Bailey Engineering Group, City of Fresno, Commerce Bancshares, Datanet Engineering, Ives Creative, Laureate Education, Mercer Insurance Group, Plymouth Rock, Samson Investment Company, Shore Bank, Unifund, Vector Geomatics, Vicor Power and Washington State Department of Health. Founded in 1997, Vertabase is headquartered in Oak Park MI. For more information, please call (888) 505-0566, write contact@vertabase.com or visit www.vertabase.com.