

Expressor software and Melissa Data Announce Partnership

Combined Solution Delivers Powerful and Affordable Data Integration and Data Quality Capabilities for a Wide Range of Business Applications

Burlington, MA and Rancho Santa Margarita, CA – December 12, 2011 – expressor software, the leading provider of simplified data integration software, and Melissa Data Corp, a leading provider of contact data quality and address management solutions, today announced a strategic partnership to meet the evolving data demands of mid-size organizations. While most data and data applications still reside on-premises, many companies are already leveraging cloud-based data and services to help solve their data integration and data quality challenges. By tightly integrating with Melissa Data's data quality tools, expressor enables IT developers and business users to cleanse and augment their customer contact data to and from any on-premises or cloud based business system. To learn more about the partnership and the solution capabilities register for this week's [webinar](#).

Webinar details: Co-hosted by expressor and data quality partner Melissa Data, this webinar will showcase how easy it is for expressor 3.5 users to connect to Melissa Data's data quality tools for contact validation.

Date: Thursday, December 15th, 2011

Time: 2 pm – 3 pm EST

Registration: <http://www.expressor-software.com/3.5-live-webinar>

According to industry reports, up to 20 percent of the data in a company's database is bad, resulting in duplicate records, returned mail, address correction fees and lost business opportunities. expressor's integration with Melissa Data's data quality tools enables customers to verify and augment data. From postal address verification to email validation to name parsing, customers can standardize, verify and correct contact data for effective communications and precise business operations.

"In today's competitive marketplace it's not enough to just validate critical business data. Organizations need to be able to verify data and ensure its usability across multiple systems and applications," said Ray Melissa, President and Founder of Melissa Data. "By combining our Web-based data cleansing API and extensive data sets with expressor, companies can not only save time and money, but have confidence that the data they are using is fit for business."

expressor uniquely simplifies the entire data mapping process and enables users to define reusable data transformation and data cleansing rules. The addition of Melissa Data's tools further enhances expressor's data quality capabilities for wide range of business applications. The ability to easily integrate these reusable rules into data integration applications, exponentially improves productivity, reduces costs and achieves clean, usable data.

"Cloud-based computing is radically changing the way organizations approach data management. Our partnership with Melissa Data has been in the works for several months and now together our joint solution will enable companies to take advantage of Melissa Data's cloud-based data verification and enrichment services to build accurate, business ready applications regardless of where the data lives," commented Bob Potter, Co-founder and CEO of expressor software.

About expressor

At expressor software, we're simplifying data integration by providing software that is easy to use, powerful, and affordable—enabling organizations to accomplish more with fewer resources. We dramatically simplify the vast majority of basic data integration tasks—making it far easier to map and move data from one location to another. And, when data integration becomes more complicated—requiring various types of data transformations—we help make data integration and ETL projects more flexible and efficient by enabling the creation and subsequent reuse of powerful artifacts, configurations, and business rules. This means that when a complex business data challenge is solved once, the solution can be reused.

expressor has a rapidly growing community of 15,000 unique expressor Studio download users. Leading organizations such as SKECHERS USA, American Tower, Viverae, Western World, LABVANTAGE, and BHI Energy have adopted expressor's affordable data integration platform for server deployment to help

them integrate on-premises and cloud data sources with their business critical applications.

expressor software is headquartered in Burlington, MA. For more information, please visit our website at www.expressor-software.com.