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Atlanta Falcons Select Ignify eCommerce for Official Team Merchandising Site

Falcons 365 promises an Unparalleled Shopping Experience Through Advanced Product Browsing, Simple Checkout, and Customer Based Order Tracking

Los Angeles, California– June 9, 2008 – Ignify, a Microsoft Gold Certified Partner and provider of ERP and e-commerce solutions for the mid-market and Enterprise business segment, today announced that the NFL’s Atlanta Falcons have selected the Ignify eCommerce platform to power its official Falcons 365 online pro-store. Key to the selection is the platform’s integration into the team’s existing Microsoft Dynamics GP ERP system, resulting in real-time information on merchandise availability and order fulfillment. In addition, Falcons fans will reap the benefits of advanced browsing and product imaging, simple checkout processes, and ‘My Account’ functionality to track purchasing history and view order status.

The Ignify eCommerce platform is an end-to-end online product catalog, storefront and business commerce platform providing fully automated e-commerce capabilities with seamless integration into the Sage and Microsoft Dynamics line of ERP solutions. By integrating into other back office systems, Atlanta Falcons marketing and promotion departments can effectively gauge merchandise sales trends by leveraging cross-bundled and targeted promotions, real-time inventory reports and key metrics such as site visits, visitor browse history, click throughs and customer purchasing patterns.

What’s more, the Falcons 365 storefront will offer several unique features for inducing repeat site visits such as: multiple options for team apparel, direct to customer promotions, and newsletters alerting fans of new gear and in store player appearances.

“We are excited to have Ignify as a partner for our new online store. The features of this platform will make it easier for our fans to shop for Falcons merchandise,” said Rich McKay, president of the Atlanta Falcons.

“Incorporating Ignify eCommerce into our storefront will also help us better serve the fans by giving up-to-the-minute details on the latest product lines and team promotions while delivering a much greater degree of shopping interactivity,” added Chris DiPierri, Atlanta Falcons director of retail.

Ignify eCommerce has been deployed in over 200 medium to large businesses ranging from retail, automotive, apparel, distribution and manufacturing businesses among many others.

“We are excited to have been chosen by the Atlanta Falcons as they ramp up their online merchandising operations,” stated Sandeep Walia, founder and president of Ignify. “Our platform easily integrates into existing solutions such as ERP and shipping processes and will help the Falcons boost their overall online efforts by giving real-time information on marketing effectiveness.”

About the Atlanta Falcons

The Atlanta Falcons are one of 32 teams in the National Football League. The team enters its 43rd season in 2008 under the leadership of new head coach Mike Smith. Season tickets are currently available starting as low as \$250. To purchase tickets, log on to atlantafalcons.com/tickets or call 404-223-8444.

About Ignify

Ignify, established in 1999, is a privately-held ISO-9001:2000 compliant company focused on the mid-market eCommerce and mid-market accounting segment. Targeting the mid-level market, Ignify offers a comprehensive set of Business to Business (B2B) and Business to Consumer (B2C) eCommerce solutions for increasing online sales while lowering overall operation costs. The company also provides consulting services for ERP and software development initiatives and is a Microsoft Gold Certified partner and Sage Certified Partner. Ignify has offices in Los Angeles, Silicon Valley, Nashville, Seattle, Toronto and India. For more information, visit www.ignify.com or call 888-446-4395.

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