

March Second

Advancing the Value of Marketing™

March Second Signs Partner Agreement with ClickSquared

Monday, March 2, 2009 - Marblehead, Massachusetts

March Second, Inc., a marketing technology and consulting company, announced today that it has signed a partnership agreement with ClickSquared, Inc. and will become an authorized reseller for the company's end-to-end interactive relationship marketing solutions. The ClickSquared software as a service (SaaS) solution offers comprehensive multichannel marketing and analytical capabilities to enable highly personalized, relevant and timely marketing campaigns and programs.

In speaking about the new partnership, Don White, co-founder and managing partner at March Second said, "We are very excited about the opportunity to become a reseller for ClickSquared. Their unique on-demand solution is a perfect choice for companies looking for cost-effective ways to improve the effectiveness and efficiency of their marketing programs. We can offer our customers the flexibility of managing their relationship marketing initiatives completely using ClickSquared capabilities or leaning on our experienced account services team for strategic marketing support and to help manage and execute campaigns and programs."

"Current market conditions require interactive relationship marketing solutions that can be deployed quickly, at low cost, with proven multichannel capabilities. ClickSquared is well-positioned to meet this market need," said John Geraghty, Vice President of Sales for ClickSquared. "We are very pleased to add March Second as a sales and services partner. They understand the evolving needs of marketing teams and bring years of industry experience implementing and supporting marketing automation solutions and tools. They will add tremendous value to our growing network of value-added resellers."

The ClickSquared Digital Marketing System is an integrated on-demand marketing intelligence, database management and communications solution. It includes:

- **Turn-key Marketing Program Solutions** for all aspects of the customer lifecycle
- **Multichannel Campaign Management** to reduce costs and improve results
- **Web 2.0 Solutions** for real-time customer networking, communication, and collaboration
- **Real-Time Reporting and Analysis** to optimize marketing performance
- **Data Hygiene and Integration** to provide a 360⁰ view of customers
- **SaaS deployment model** that requires no upfront software or hardware investment
- **Portal & Workflow Control System** for secure and controlled user access

The ClickSquared solution can be leveraged by using customer lifecycle programs or configured to meet a company's specific marketing needs. With rapid deployment, it will positively impact near-term return on marketing.

www.marchsecond.com

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About March Second, Inc.

March Second is a marketing technology and solutions provider that helps companies and improve the business building value of marketing investments. Founded in 2007, the company has core competencies in configuring and implementing marketing automation solutions and analytical tools. For more information about how March Second can help you advance the value of your marketing investments call 978-208-4282 or email us at info@marchsecond.com.

About ClickSquared, Inc.

ClickSquared is the premier interactive marketing provider of intelligent, multichannel marketing solutions creating perfectly timed, personalized interactions across all online and off-line direct channels. Leveraging a team of marketing and technology experts and an on-demand marketing platform, ClickSquared develops and executes accountable acquisition, growth and loyalty programs to help build some of the world's best known brands including ARAMARK, Boston Celtics, Cable One, Comcast, Dr. Pepper/7-Up, Four Seasons Hotels and Resorts, Grupo Posadas, Greyhound, Hawaii Visitors and Convention Bureau, HomeAway.com, Hyatt, Montage Resorts, Omni Hotels, Outrigger Enterprise, Pleasant Holidays, Sirius, Starwood, Sovereign Bank, Thornburg Mortgage, Tuesday Morning and US Gypsum. For more information on ClickSquared visit the company's web site at www.clicksquared.com.