



M K T X

For Immediate Release

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MKT X IS RETAINED BY BEST SOFTWARE TO DEVELOP DIRECT MARKETING CAMPAIGN FOR TIMBERLINE® OFFICE

PORTLAND, Ore., November 16, 2004—MKT X, Inc., a technology marketing communications agency, today announced that it has been retained by Best Software, Inc., to develop a direct marketing campaign to promote the company's Timberline Office estimating software.

The campaign incorporates several elements, including email and print materials, and is designed to raise awareness of the company's broad product offering among current customers, furthering sales of the estimating software and capturing contact names for future company communications. So far the first phase of the campaign has netted a rate of return well above expectations.

"MKT X came up with a creative concept that caught on quickly with our sales organization," said Carrie Marsh, Best Software installed base marketing manager for the Timberline Office product line. "Results that we have seen to date have exceeded our expectations."

Since its formation in 1998, MKT X has served business-to-business clients, raising visibility and supporting sales growth for a variety of technology companies including software and information systems, embedded computing, test-and-measurement, information displays, healthcare, and industrial manufacturing. For more information, go to www.mktx.com.

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