Minisoft Announces Strategic Alliance with Zadspace

Cutting-Edge Targeted Media Company Zadspace Enlists Minisoft's eFORMz for Zad Users' Forms Automation Needs

SNOHOMISH, Wash. —February 15, 2012—Minisoft Inc., a leading provider of document management solutions, announced today that it has formed a strategic alliance with Zadspace to provide Minisoft's eFORMz to Zadspace program users.

Zadspace is the creator of a unique medium which allows marketers to place targeted, data-driven promotions on the outside of Direct to Consumer packages shipped by etailers and catalogs—the "Zad". These etailers and catalogs are paid a guaranteed amount to place third party Zads on their packages and can also use the medium to drive their own targeted cross-sell and up-sell promotions. To offer additional value, Zadspace was seeking a forms solution that could handle and place the shipping labels of these etailers and catalogers. As Minisoft's eFORMz extends the standard output of any e-commerce or ERP system, the forms automation needs of Zadspace's channel partners would be fully satisfied.

With eFORMz, Zadspace customers can format and personalize any standard print stream or spool file to create attractive, functional and efficient documents that can be distributed via print, fax, email and the web, or stored in a digital archive for later retrieval. In addition, eFORMz can populate forms directly from the company's databases.

Zadspace customers can use eFORMz to produce purchase orders, shipping labels, barcodes, bills of lading, analysis reports, checks, invoices, and more, and incorporate logos and other customized graphics for a pre-built, out-of-the-box experience.

Zadspace provides its print on demand technology and Zadware free of charge. Aside from guaranteed revenue, the Zadspace Program offsets certain distribution center printing expenses, thereby offering meaningful savings as well.

About Zadspace
Zadspace is a privately held, venture-backed technology company headquartered in Connecticut. Zadspace endeavors to "make every offer received relevant to the consumer." Through technological innovation, Zadspace has created a better way to deliver targeted, one-to-one marketing messages. To learn more about how Zadspace uses Zads to increase the effectiveness of individual marketing messages, visit: http://zadspace.com.

About Minisoft
Headquartered in Snohomish, Washington, Minisoft is a worldwide leader in developing and delivering document management solutions, connectivity, and client-server and web development tools. Minisoft offers a new generation of forms automation software that provides users with the power to quickly and easily create high-quality business documents. Having received multiple awards for its innovative technology and customer service, Minisoft prides itself on building lasting relationships with their customers. To learn more about how Minisoft can modernize a company's forms environment, increase its productivity and save money, visit: www.minisoft.com.

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