



FOR IMMEDIATE RELEASE

"Squeezing the Most Out of Your Marketing Dollar"

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Sage Preferred Vendor MAS Consulting is Now Juice Marketing

Name change and new branding better reflects the breadth of professional turnkey marketing programs designed specifically for technology partners across the entire Sage and Microsoft communities.

Laguna Hills, CA – March 10, 2009 – MAS Consulting, a Sage Preferred Vendor that provides simple and cost-effective marketing products for the technology industry, announced that the company has renamed to Juice Marketing, LLC (www.juice-marketing.com). Juice Marketing will continue to deliver turnkey marketing programs like Lead Generation and Lead Nurturing campaigns, Sage product newsletters, keyword-optimized press releases, success stories, marketing templates, and customized marketing communication designed for Sage resellers, Microsoft partners, and other technology providers.

According to Mark Badran, Founder and Managing Partner at Juice Marketing, "Based on feedback from some of the folks we work with, there was a preconceived notion that we only work with Sage MAS 90 and MAS 500 resellers. To the contrary, over the last several years we've had fantastic success with our marketing programs for Sage MIP Fund Accounting, Sage Timberline Office, Sage Accpac, Sage CRM Solutions, Sage FAS and Sage Abra HRMS." A collection of project samples can be found in the portfolio section of the Juice Marketing website at www.juice-marketing.com/portfolio.html.

But the change to Juice Marketing is more than just a new name and website. According to Mark, "The primary motivation for changing our name is that we feel it more accurately reflects the transformation of our business." He continues, "We started out many years ago working with a handful of Sage MAS partners offering sales and marketing support. Since then, we've been working diligently over the last few years to expand our breadth of turnkey marketing programs beyond the "MAS" product line. We've built a fantastic team and today are able provide a [range of marketing products](#) for technology providers across the entire Sage and Microsoft communities."

Mark adds jokingly, "Besides all that, the new name is a lot more fun which is a better reflection of the playful and creative approach that we take in our marketing. We love to help technology partners put some JUICE in their marketing while SQUEEZING THE MOST out of their marketing dollar ... or in the case of a Sage partner, their co-op dollar."

Juice Marketing promises to continue the reputation that MAS Consulting has built for top-notch customer satisfaction and consistent 4-star Sage Preferred Vendor performance. As a Sage Preferred Vendor, most of the products offered by Juice Marketing are co-op reimbursable up to 70%. In addition, there is no paperwork to file and the Sage partner is invoiced only for their out-of-pocket portion.

Visit the new Juice Marketing website at www.juice-marketing.com.

About Juice Marketing

Juice Marketing provides simple and cost-effective marketing products to Sage and Microsoft business software and technology providers. Their turnkey marketing programs include product newsletters, customer success stories, direct mail letters and postcards, complete lead generation and lead nurturing campaigns, keyword-optimized press releases, email marketing templates and completely customized marketing communications. Visit www.juice-marketing.com to browse the portfolio of projects, review available marketing programs, register for a marketing webcast, or download a few marketing articles. Or contact Juice Marketing directly with specific questions at info@juice-marketing.com or call (949) 340-3374.