



NEWS RELEASE

Implementation Factory, Inc., Framingham, MA 01701
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Praura Signs Joint Marketing Pact with Leading Online Project Management Software Provider

Praura and Clarizen Ltd. have agreed to promote each other's products as part of a greater growth strategy and will share access to clientele with similar corporate profiles. Existing subscribers will benefit by receiving discounts to both companies' premier products.

Framingham, MA – Praura and Clarizen have entered into a mutual agreement to promote each other's products from their respective login pages. The new partnership is designed to support mutual subscriber growth and provide existing clients with easy access to best-of-breed solutions that are complimentary to their current subscriptions.

"Clarizen's project management product perfectly complements Praura's collaborative tools," said Jeff Roy, CEO and co-founder of Praura. "We believe that by blending Clarizen's functionality with Praura's robust document sharing and collaboration features, our respective subscribers will be able to improve project reporting, reduce risk and more effectively manage project documents across a distributed workforce," added Roy. Both Clarizen and Praura target companies with a similar profile based on size and industry participation.

Praura is part of the Implementation Factory, Inc., family of brands with offices in Framingham, MA (Boston area); Rockville, MD (Washington D.C. area); and Bangalore, India. In addition to Praura, Implementation Factory, Inc. owns outright or is an equity investor in a number of other ventures, including: IFConnect, a project outsourcing boutique; eDocuDeal, a provider of online collaboration software for the lending community; and Holeb Outdoors, a manufacturer of specialty outdoor products. For more information about Praura please visit us at www.praura.com.

Clarizen is a leading global provider of collaborative online project management software that allows businesses to easily manage all of their projects and resources in a single environment. Clarizen's online project management tools facilitate true team collaboration and project execution, ensuring data is always up-to-date and aligned with business objectives. For more information about Clarizen please visit www.clarizen.com.

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