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Smartware Group Grosses Highest Revenues in Eight-Year Run

Makers of Bigfoot CMMS Poised for Growth in 2011, Hires New Marketing Director, Adds International Partnerships and Product Capabilities

MEREDITH, NH – JANUARY 24, 2011 – Smartware Group, Inc., the premier provider of Bigfoot CMMS (computerized maintenance management software) for facilities and operations equipment, ***reported the highest revenues in its eight-year history***, with ***22 percent in top-line revenue growth*** between 2009 and 2010, and ***33 percent revenue growth*** between Q4 2009 and Q4 2010.

“With a slow-moving recovery and continued high unemployment, gaining *any* new customers is a win; Smartware added more than 170,” said Paul Lachance, president and co-founder of Smartware Group. “A big part of our success was taking care of our customers and making sure they thrive with Bigfoot. We had an excellent renewal rate and a healthy recurring revenue stream from product sales, customer support and our new virtual training. We’re anticipating continued growth in 2011 as the economy rebounds.”

Smartware Group also welcomed ***Susan Shaw, who joined the company as director of marketing***. Shaw previously led the marketing department at Deacom, a producer of enterprise resource planning (ERP) software, where she managed the demand generation programs that led to the penetration of three new vertical markets for the company and contributed to 57 percent of sales this past year.

Shaw brings a background in marketing communications, social media, search engine optimization/search engine marketing and partnership development. She will be responsible for developing and carrying out marketing strategies with an intention to triple Smartware Group’s sales revenues over the next three years.

“Susan has demonstrated her marketing prowess in the software and manufacturing industries, with an ability to grow small companies,” added Lachance. “We are investing in our organization’s growth and Susan brings the right mix of marketing skills to build our brand and optimize our lead generation efforts.”

In addition to increased revenues, Smartware Group forged *new CMMS partnerships with resellers in the U.S. and the Middle East*, and **added Arabic** to its international product versions. Bigfoot CMMS is currently available in English, French and Spanish.

About Smartware Group, Inc.

Smartware Group, Inc., headquartered in Meredith, N.H., develops and services Web-based Bigfoot CMMS (computerized maintenance management software) for a variety of business environments, from data centers to manufacturing plant floors to convention centers and stadiums.

Since 2002, Bigfoot has helped more than 1,400 customers worldwide improve facility and equipment maintenance operations with advanced capabilities that include preventive maintenance (PMs) and predictive maintenance, work order scheduling, maintenance requests, asset life cycle management, parts replacement inventory, and built-in reporting. Bigfoot CMMS's native functionality paired with its intuitive design allows maintenance professionals to implement the solution and get results quickly, often in a matter of weeks. To learn more about Bigfoot CMMS, visit www.bigfootcmms.com.

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