

Marketing International, Inc.

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Marketing International, Inc. helps SAP Business One partner, Navigator Business Solutions, achieve Partner of the Year success

Dracut, MA – February 8, 2007 – Marketing International Inc. client, Navigator Business Solutions, based in Pleasant Grove, UT, has been recognized by SAP with the SAP Business One™ Reseller Partner of the Year award for the second consecutive year. SAP recently named the winners of its 2006 U.S. SAP small and midsize enterprise (SME) Business Partner Awards, recognizing the top-performing partners within the SAP® PartnerEdge™ program, a global framework that makes it easier for channel partners to do business with SAP. SAP presented the awards in Las Vegas, Nevada during its 2007 Field Kick Off Meeting (FKOM), an annual gathering of SAP field employees and partners to learn about SAP's sales methodology, best practices and new developments regarding SAP's robust roster of business solutions for small businesses and midsize companies, including SAP® Business One and the newly-enhanced SAP® All-in-One. This year's SAP FKOM hosted more than 550 partner attendees, marking a 44 percent increase over the previous year.

According to SAP Vice President, Dan Kraus, "This year we awarded Navigator both the "Reseller Partner of the Year Award" and the "New Customer Excellence Award", recognizing Navigator as the reseller partner with the best combination of sales, customer satisfaction and business relationships, and as the partner with the highest revenue achievement and the highest number of new customer wins in 2006. Navigator has made significant investments in their business, now operating in multiple offices in multiple states, bringing on new sales and services staff, and investing heavily in marketing. We feel that Navigator serves as a model example of how all partners can realize and sustain business success as an SAP Business One partner."

According to Grant Fraser, President of Navigator, “The key to our success as a channel partner has been our continued investment in the growth of our company, including all functional areas. In addition to establishing offices and sales representation across our territory, we retained Marketing International at the launch of our SAP Business One practice in mid-2005. This enabled us to hit the ground running and establish a marketing strategy and program plan that continues today. What makes Marketing International unique is their ERP industry specific knowledge and commitment to working as an integral part of our team through the execution of the programs. As a result, we were able to look bigger and more established as an organization early on, and we have sustained a leadership position with their help. On the tactical side of our relationship with our Marketing International, we have amassed customer reference and solution marketing materials that help us win new business.”

About Marketing International, Inc.

Founded in 1973, Marketing International is a highly focused marketing strategy and execution firm that specializes in helping channel based OEM organizations and value added reseller clients get the most out of reseller channel based business models. The philosophy of Marketing International is to function as an extension of the client’s management team and their key employees in order to achieve improved sales and marketing results through the development of strategic and tactical plans and timely execution of programs. Marketing International is comprised of seasoned professionals with experience in the technology and supply chain industry, and has helped both Fortune 100 sized and entrepreneurial start-up companies achieve sales and marketing success. (Additional information at www.marketing-intl.com)

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