



## CONTACTS

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## NEWS RELEASE

FOR IMMEDIATE RELEASE

### BIZACTIONS RELEASES MOBILE APPLICATION

*The ability to manage an e-Newsletter account from a cell phone's web browser offers a distinct advantage to mobile clients*

**Potomac, MD, September 16, 2010**—[BizActions](#), the nation's leading provider of B2B [email newsletters](#) for CPAs and other professional services firms, has released a powerful new mobile communication application—BizActions [Mobile Email Management Application](#). The free tool allows BizActions' clients to access their online member database via a cell phone equipped with web browsing capability. The application provides a simple menu driven interface to access the most in-demand features needed in the field by a client.

"Imagine that you are at a business or social event and the person you are having a conversation with says, "Can you send me your newsletter?" queried [Barry Friedman](#), CEO at BizActions. "Wouldn't it be nice to be able to instantly add them to your recipient database from your cell phone? Now they can instantly, right on the spot."

Additionally, the Mobile Email Management Application allows authorized personnel to view and edit their Launch Data, view their Monthly Limit Report and the status of Member Uploads. Access requires an authorized email address and is password protected for security after using any cell phone's web browser to navigate to <http://BizActions.com/mobile>.

"You would be amazed at how often we get a frantic call from a client in the field, requesting we prevent their pre-scheduled e-Mail Newsletter launch from taking place, because they needed to make a change to an article and they were stuck in traffic," said Friedman. "This mobile application allows them to modify their launch schedule themselves - wherever they are, whenever they need to - without being tied to their computer."

The [Mobile Email Management Application](#) was launched in September 2010.

### About BizActions, LLC

Headquartered outside of Washington DC, BizActions provides professional service firms with customized, content-rich email newsletters and a host of other helpful SaaS applications to improve communication efforts with clients, prospects, partners, and team members. Delivered through an innovative and powerful electronic business development platform, BizActions easy-to-use integrated suite of applications helps firms generate new business, increase name recognition, enhance cross-sales opportunities, and position themselves as experts. For more information on BizActions visit [BizActions.com](http://BizActions.com) or call **866.240.8477**.