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NEWS RELEASE

FOR IMMEDIATE RELEASE

BIZACTIONS ANNOUNCES LAUNCH OF ENHANCED DASHBOARD

Dashboard 2.0 offers a new look and comes packed with helpful features

Potomac, MD, February 25, 2010—[BizActions](#), the nation's leading provider of B2B [email newsletters](#) for CPAs, launched the newly enhanced Dashboard 2.0—a desktop application that displays current, logically organized information about a client's newsletter readership. Using the helpful Dashboard, clients can track multiple accounts within a single application for at-a-glance information review.

“Our users have always loved the BizActions Dashboard because it provides an organized way to view aggregated newsletter data, such as click thrus, alerts, and points of contact [POC],” stated [Barry Friedman](#), CEO at BizActions. “The new system combines the previous Admin and POC dashboards so users can easily toggle between information within a single window.”

To represent the power of BizActions Dashboard 2.0, consider a CPA firm that specializes in serving auto dealers, not-for-profits, and general business clients. The firm sends out targeted newsletters to each niche. Dashboard 2.0 allows the firm to conveniently track all published articles, click-thru rates, and all member account data from a single source— resident on their desktop. The newly upgraded Dashboard 2.0 also provides the same level of detailed reporting for BizActions one-to-one on-demand [Email Radar](#) marketing application.

The new BizActions Dashboard 2.0 is a simple desktop application that is compatible with all computers and operating systems. The system uses the Adobe AIR cross-platform technology, enabling it to run on any Windows installation from Windows 2000 and newer, Mac OSX 1.4 or newer, and several versions of Linux.

BizActions Dashboard 2.0 was launched February 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 or call **866.240.8477**.