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NEWS RELEASE

FOR IMMEDIATE RELEASE

BIZACTIONS EARNS WEBTRUST SEAL AND COMPLETES 7216 ASSURANCE REVIEW

Third-party reviews of BizActions internal controls ensure confidentiality and security of client data

Potomac, MD, October 1, 2009—[BizActions](#), the nation's leading provider of B2B email newsletters for CPAs, announced today the results of its third-party assurance reviews, which were conducted by an independent Certified Public Accounting firm. The review tested and evaluated BizActions current practices and controls related to data confidentiality. Reviews were initiated by BizActions management to ensure the highest level of data protection for BizActions clients and full compliance with IRC 7216.

“Providing the profession with a suite of SaaS-based communication and survey tools, we understand a firm’s concern with the confidentiality of their clients’ data,” stated [Barry Friedman](#), CEO at BizActions. “By outsourcing newsletter development to BizActions, data is moving from the protective walls of the CPA’s office and into the ‘cloud’. As a result, firms need to be assured that client data is safe and will not be compromised, which is why we initiated both assurance reviews.”

Examination criteria for review of the BizActions Web site is based on the American Institute of Certified Public Accountants (AICPA) and the Canadian Institute of Certified Accountants (CICA) Trust Services Confidentiality Criteria. The WebTrust Seal of assurance ensures appropriate confidentiality measures and controls. A review of the company’s broad internal controls was conducted to ensure full compliance with IRC 7216.

“The report issued to BizActions indicated that our confidentiality practices and controls fully comply with the requirements of the AICPA/CICA criteria—earning BizActions the WebTrust Seal. The review also reported that we are in complete compliance with 7216 Disclosure rules,” stated Friedman.

The [WebTrust Seal](#) is displayed on the BizActions home page.

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**.