



optimize demand generation |

minimize lead leakage |

increase revenue retention |

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## **FirstWave Named to Software Magazine's 25th Annual Software 500**

*Provides Lead Generation Services Including Email Campaigns, Adword Tracking, E-newsletters*

ATLANTA, Oct. 10, 2007 -- FirstWave Technologies, a leader in lead generation and customer retention services, today announced it's been ranked among top companies in *Software Magazine's* Software 500.

"We're proud to be ranked among the top software providers," said Richard Brock, FirstWave Chairman & CEO. "We view this as validation of our strategy to provide lead generation services in concert with our robust sales, marketing and customer management tools."

For lead generation, FirstWave brings customers WavEmails for email campaigns, NewsWave e-newsletters, Adtracker to identify and track Google Adwords and other banner ad visitors to customer websites, and WavePURL personalized web page services to integrate online marketing and direct mail campaigns. FirstWave also offers web-based marketing, sales, and customer support applications as stand-alone solutions or integrated to meet each customer's needs.

"The Software 500 helps CIOs, senior IT managers and IT staff research create the short list of business partners," Desmond says. "It is a quick reference of vendor viability. That is content of value."

The revenue-based ranking of the world's largest software and services suppliers targets medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing.

The ranking is based on total worldwide software and services revenue for 2006. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware.

The financial information was gathered by a survey prepared by King Content Co. and posted at [www.Softwaremag.com](http://www.Softwaremag.com), as well as from public documents.

### **About Firstwave**

FirstWave's lead generation solutions help customers develop leads, close sales, and retain customers. Solutions include email campaigns, e-newsletters, adword tracking, and personalized URLs as well as marketing, sales and customer support tools, either as stand-alone services or integrated to meet your needs. For details, visit [www.firstwave.net](http://www.firstwave.net) or contact FirstWave at 678-672-3100 or [info@firstwave.net](mailto:info@firstwave.net).