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**ALT-Invest Announces the First Integration Between SugarCRM and MailChimp:
SugarChimp ListSync
Module Designed to Sync CRM Data with Email Marketing**

ATLANTA (January 15, 2009)—ALT-Invest announces the first integration between SugarCRM and MailChimp: SugarChimp ListSync. The module provides a much-needed solution as it allows users to sync data in SugarCRM software with the email marketing capabilities from MailChimp, an Atlanta-based technology provider.

Created by ALT-Invest, the leading SugarCRM consulting company in the Southeast, the launch meets the growing demands to enhance CRM capabilities as the popularity of email marketing programs continue to grow.

“SugarChimp ListSync is the first round of integrations for this module that you will see from ALT-Invest,” says Josh Sweeney, founder of ALT-Invest. “This integration attacks the most time-consuming task of users manually passing and synchronizing contact data between MailChimp and SugarCRM. Even more robust functionalities will be added to this module soon.”

SugarChimp is the latest module in the ALT-Invest arsenal. It can be found at <http://www.crmstage.com/modules/sugarchimp-listsync/> along with valuable resources such as articles, blog posts, modules and industry news.

The customer relationship management (CRM) software industry continues to evolve at a rapid pace. Since its creation in 2004, SugarCRM has revolutionized the industry and is the world’s leading provider of open source CRM. More than 5,000 customers and half a million users rely on SugarCRM to execute marketing programs, grow sales, retain customers and create custom business applications.

MailChimp, an email marketing service, allows clients to affordably send email newsletters, build and manage subscriber lists and track campaign performance. MailChimp serves more than 15,000 customers and manages opt-in lists containing more than 75 million subscribers.

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For more information and to purchase the SugarChimp ListSync module, please visit <http://www.crmstage.com/>. For information on ALT-Invest please contact Josh Sweeney at <http://www.alt-invest.net/contact> or 678-859-6572.

About ALT-Invest

ALT-Invest is the premier SugarCRM consulting company in the Southeast focusing on assisting other consultants and companies to maximize revenue and increase net profit. ALT-Invest develops custom modules and integrations for SugarCRM which are released via the [CRMStage.com](http://www.CRMStage.com) portal. Custom SugarCRM modules include [Telemarketr](#), [GetSocial Twitter Pro](#) [Dynamic Account Panels](#), and SugarChimp ListSync. ALT-Invest is a proponent of educating the business community on CRM best practices through consulting, speaking, networking and facilitating events. More information can be found at www.ALT-Invest.net.

About MailChimp

MailChimp, a leading do-it-yourself email marketing service, provides tools to over 15,000 small businesses, design agencies, non-profits, restaurants and e-Commerce organizations worldwide. Customers can create professional, eye-catching [HTML emails](#) in minutes with easy-to-use web based tools. MailChimp offers a 30-day free trial with two affordable pricing programs: monthly and pay-as-you-go. The Atlanta-based company provides top-notch tools for email marketers to easily send, track and improve their email marketing efforts.

About SugarCRM

SugarCRM is the world's leading provider of open source customer relationship management (CRM) software. More than 5,000 customers and half a million users rely on SugarCRM to execute marketing programs, grow sales, retain customers and create custom business applications. Leading publications such as *CRM Magazine*, *InfoWorld* and *eWeek* praise SugarCRM for its ease-of-use, flexibility and open design. SugarCRM runs on the leading cloud computing platforms, including Amazon EC2, Microsoft Azure, Sugar On-Demand and Private Clouds, offering customers unparalleled choice and control of their data and deployments. For more information visit <http://www.sugarcrm.com>.

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