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FOR IMMEDIATE RELEASE

BtoB Technology Marketing Firm Arketi Group Engaged by Novatus for
Messaging, Interactive Marketing

ATLANTA – Dec. 21, 2009 – High-tech business-to-business (BtoB) public relations and marketing firm [Arketi Group \(www.arketi.com\)](http://www.arketi.com) has been engaged by Novatus, Inc., a leading contract and compliance management software provider, to help the company refine its corporate positioning and messaging, as well as provide digital marketing services.

“As an emerging company in the highly competitive contract management space, we need a compelling message that effectively communicates our differentiators to the market,” said Valerie Stanley, CEO of Novatus. “Arketi’s proven expertise in [repositioning and branding](#) on-demand software solutions makes them a perfect fit for our needs.”

Novatus delivers contract and compliance management software using either on-demand SaaS delivery or on-premises installation. Leveraging innovative technology and extensive industry experience, [Novatus](#) helps companies improve compliance mitigate risks and reduce costs.

“Novatus has developed a proven solution that offers companies a great opportunity to reduce risk and control costs through strategic contract management,” said [Sami Jajeh](#), principal of Arketi Group. “Based on the benefits of its offering, we are working with Novatus’ management team to deliver a focused and consistent message that resonates with buyers across various markets.”

[View the social media release.](#)

About Novatus

Novatus delivers contract, compliance, and supplier management software via On-Demand SaaS delivery and On-Premises installation. With a focus on customer driven requirements, high value software and efficient integrations, Novatus provides the right fit for companies seeking a proven provider with superior technology who offers cost efficient applications and rapid deployment. Novatus was founded in 2008 by well-respected and globally recognized contract and supply chain industry leaders and is comprised of domain experts who have been top tier software and services providers since the contract management space formed and evolved into a recognized software category and formal discipline throughout the last decade. For more information, visit www.novatusinc.com.

About Arketi Group

Arketi Group is a public relations (PR) and marketing firm that helps business-to-business (B2B) technology organizations accelerate growth through intelligent strategy, public relations, messaging, branding and demand generation. Consistently recognized by *BtoB* magazine as one of the nation's “Top BtoB Agencies,” Arketi’s core belief is that marketing generates revenue. Clients benefiting from this approach to B2B marketing include Convergys, GMT Corporation, Inovis, OB10, The

Network and Xerox Mortgage Services. For more information, call 404-929-0091 ext. 202 or visit www.arketi.com.