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Vigilan Adds Mailer to Marketing Manager

New direct marketing function simplifies the creation and execution of postal and email communications to potential residents

PORTLAND, Ore., January 12, 2008 — Vigilant announced today it has added a new direct marketing function to its Marketing Manager software called Mailer. Mailer allows users to create template-based mailers for either postal mail or email in only a matter of minutes. Once a template is created, it can be saved and modified for on-going or future mailers saving more time and effort in building consistent marketing communication initiatives with potential residents.

Mailer allows users to save an unlimited number of templates that can be used for event invitations, thank you notes for recent visits, open house communication, newsletters, community announcements and more. Once a template is created, users can select individuals inside Marketing Manager to receive the email or postal mail to ensure the right communication goes out to the right contacts including prospects, relatives or referral sources and their relevant data with only a few simple steps. In addition, the logic used in creating each list can be saved to ensure on-going communication is consistent and relevant to that group.

“Before we created Mailer, customers were battling mail merge functions of other word processing systems or html email systems external to Marketing Manager. These systems are complex with multiple steps to merge the right information,” said Doug Fullaway, president and COO of Vigilant. “We have simplified the process and given them easy access to saved templates for use time and time again.”

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Pricing and Availability

Mailer is available now as a free upgrade to existing customers and is included in all new purchases of the Marketing Manager.

About Vigilant

Vigilan is a leading operational management systems company for independent living, assisted living and dementia care providers who need an easier way to improve the quality of care and to profitably manage their business. Unlike other systems providers, Vigilant offers an adaptive system that can accommodate the variety of state regulations and individual facility requirements. Core to the company's operational excellence suite of products is the Administrator that, on average, increases revenue by \$150 per resident per month. To learn more visit us online at <http://www.vigilan.com>.

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