



For Immediate Release

Axiom EPM Names Aria Marketing as Public Relations Agency of Record

Leading Budgeting and Planning Experts Select Aria to Support Rapid Expansion in Healthcare Vertical

Boston, MA —December 1, 2012 —Aria Marketing, an integrated healthcare communications agency, announced today that it has been selected by Axiom EPM, a leading provider of financial planning and performance management software for healthcare organizations, to serve as its public relations agency of record. Aria was selected by Axiom EPM based on its deep healthcare expertise and track record for successfully developing and executing public relations initiatives that build brand awareness and credibility in the healthcare IT space.

Since 1999, Aria Marketing has leveraged its close relationships with key industry trade and business media to garner high-value press coverage for some of the nation's most innovative healthcare technology companies. Aria's unmatched experience developing breakthrough positioning, building brands and crafting thought leadership initiatives has enabled the agency to build healthcare's premiere thought-leadership driven PR practice. As part of Aria's relationship with Axiom EPM, Aria will provide strategic counsel, manage media relations, and develop its thought leadership and leverage this content across media platforms.

Axiom EPM provides an integrated performance management platform that combines planning, budgeting, reporting and analytics capabilities in a unified application that enables and empowers healthcare finance professionals. Since bringing its software to market in 2009, the company has experienced strong growth and has engaged Aria as its strategic communications partner to help take the company's marketing initiatives to the next level and support its aggressive business plans.

"In this performance-driven era of healthcare, Axiom EPM's powerful financial planning and performance management software has, and will continue to be, a critical tool in helping healthcare organizations manage to achieve and exceed their business goals," said Bruce Jankowitz, CEO of Aria Marketing. "We're thrilled that after a national agency review, Axiom EPM chose Aria as its strategic communications partner to help them enhance its public relations program and support its business goals of fully capitalizing on the significant and growing market opportunities around healthcare performance management. We are looking forward to a long and successful partnership with Axiom EPM."

About Axiom EPM

Founded by industry leaders with over two decades of experience in enterprise planning and reporting, Axiom EPM delivers performance management solutions for mid-sized and large organizations around the world. Solutions for budgeting & forecasting, reporting & analytics, strategy management, capital planning, profitability & cost management are delivered on a single unified platform. Axiom EPM embraces and extends familiar Microsoft Excel® functionality, allowing finance professionals to manage data in a familiar environment – while providing unmatched modeling flexibility and enterprise performance. For more information, visit www.axiomepm.com.



About Aria Marketing

Founded in 1999, Aria Marketing is an integrated, healthcare communications agency providing unmatched industry and strategy expertise, thought-leadership driven PR, compelling creative and superior customer service. Aria earned its reputation as healthcare's leading thought leadership agency from working with some of the biggest, sharpest and most innovative healthcare organizations, from pre-angel start-ups to Fortune 20 companies. Its services include strategic planning, branding and positioning services, public relations, social media, creative and digital marketing.

###

Contact:

Jessica Cohen

Director, Aria Marketing

617.332.9999 x203

jcohen@ariamarketing.com