



BASIS Presents Reseller Briefings

During the next six months Nico Spence, Chief Marketing Officer, plans to meet with BASIS resellers and developers to present an overview of BASIS's marketing strategy for the domestic market. The briefing topics include BASIS's simplified product pricing, maintenance policy (SAM), order processing, and the new partnership program, scheduled for launch in 2004. These sessions explain BASIS strategies and how they benefit resellers and customers. BASIS invites resellers to attend the morning session, which focuses on BASIS's support role in a resellers business. The afternoon briefing consists of product demonstrations, which include programming Database Independence with BASIS, new BASIS IDE features, and new BBj® features that use the latest technology to provide up-to-date business solutions. BASIS invites resellers and their customers to the afternoon session.

Upcoming Dates:

Chicago, Illinois - September 23

Northern California - November 6

Southern California - November 7

For additional details and to register visit www.basis.com/events/index.html, or call 800.423.1394.