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FOR IMMEDIATE RELEASE

Industry Leader RuffaloCODY Acquires MoonFire Corporation Expanding Development Initiatives in the Software as a Service (SaaS) Marketplace

(August 5, 2010) - Cedar Rapids, Iowa based RuffaloCODY, the leading provider of strategic fundraising and enrollment management services and software, announced the acquisition of MoonFire Corporation, the developer of DialVision phonathon software located in Mead, Colorado. The acquisition will allow the expansion of fundraising software initiatives and continued development of the Software as a Service (SaaS) marketplace.

The announcement supports the strategic direction RuffaloCODY is taking in its focus on providing flexible, cutting-edge phonathon software for nonprofit organizations. The company's industry leading CAMPUSCALL phonathon software product is currently offered as both a licensed product and SaaS model. The acquisition of MoonFire will take the company's software client base from 250 to more than 350 customers. The combined software will allow RuffaloCODY to aggressively pursue and support smaller nonprofit organizations interested in the SaaS product. Operations in the Mead, Colorado office will continue through the immediate future with no plans for additional headcount.

"We are pleased to be joining forces with the highly respected team at RuffaloCODY," said MoonFire CEO Tracy Jones. "MoonFire and RuffaloCODY have acquired and retained customers through quality service and will continue to do so in the future. This exciting combination of the two company's skills, products, and knowledge will result in enhanced products and services for the nonprofit industry."

Al Ruffalo, CEO of RuffaloCODY added, "We believe MoonFire's extensive SaaS expertise will assist us in providing enhanced features to both RuffaloCODY and MoonFire clients. The combination of these two strong product offerings compliments our commitment to deliver the best phonathon software in the industry. Our combined organization will continue to set the standard for superior customer support and deliver the best customer experience."

[About RuffaloCODY](#)

RuffaloCODY is the leading provider of fundraising, membership and enrollment management services and software for institutions of higher education and high-affinity nonprofit organizations. Founded in 1991, RuffaloCODY is one of America's fastest growing private companies serving more than 800 organizations from 100+ locations throughout the United States and Canada.

[About MoonFire Corporation](#)

MoonFire Corporation designs, develops, markets, and supports DialVision fundraising software for nonprofit organizations and higher education institutions. Founded in 1993 and headquartered in Mead, Colorado, the company has a strong reputation for reliability and customer support.

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