



AccuFund Press Release

AccuFund Receives 2011 Campbell Award for Highest Customer Satisfaction

Accounting Software Provider Honored for Ranking Highest in Customer Satisfaction in Poll of 1,987 U.S. Organizations

Needham, MA – December 08, 2011 – AccuFund, Inc., provider of financial reporting and accounting software for non-profit, municipal and government organizations, today announced it has received the Campbell Award for Highest Customer Satisfaction. The award is based on customer feedback in an independent nationwide survey conducted by research firm Campbell Rinker. The firm polled 1,987 users and purchase decision-makers of accounting software at U.S. nonprofits, finding a high proportion of AccuFund customers would recommend the AccuFund Accounting Suite to others.

“The Campbell Awards recognize exceptional performance in non-profit service, and we congratulate AccuFund for this achievement,” said Dirk Rinker, president of Campbell Rinker. “The favorable customer feedback we received validates the high quality of AccuFund’s product and support.”

“Providing our customers with outstanding service as well as an accounting solution that meets their needs is our number one focus,” said Peter Stam, president of AccuFund. “Our continuous product enhancements, training programs and dedicated support are all centered on maintaining satisfied customers.”

The Campbell Rinker survey was conducted online during August and September of 2011 and included topics such as user satisfaction, feature preferences, purchasing habits, and organizational dynamics. The study found that 8% of nonprofits use an Internet-based accounting solution as opposed to a software product installed on a local computer or server. That number doubles the 4% who reported using an Internet-based solution in a 2009 Campbell Rinker study. AccuFund offers both installed software and an online hosted version of the AccuFund Accounting Suite.

Details from the Campbell Rinker survey’s comprehensive report, which is available to software companies, can be found at: campbellrinker.com/reports/SNP.html.

About Campbell Rinker

Campbell Rinker has provided market research to nonprofits and the companies that serve AccuFund Press Release – AccuFund Receives 2011 Campbell Award for Highest Customer Satisfaction – Page 2 nonprofits since 1991, and



is a member of the Council of American Survey Research Organizations (CASRO) and the Marketing Research Association (MRA). Questions and requests for Campbell Rinker can be sent through campbellrinker.com/contact_us.html.

About AccuFund

AccuFund, Inc. provides scalable accounting software systems to nonprofit organizations and government agencies. The AccuFund Accounting Suite fulfills the market's need for an accounting solution that is more sophisticated than off-the-shelf products, yet much less expensive, complex and difficult to use than the higher end offerings. AccuFund's products are available exclusively through Value Added Resellers (VARs) located throughout the United States. The VARs provide AccuFund's customers with cost-effective onsite training and installation assistance.

For more information, call 877-872-2228, email peters@accufund.com or visit www.accufund.com.

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