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## Accountant Community

New Accountant Advocates will assist Sage Accountants' Network members on a range of issues from practice management to marketing and more

May. 05, 2010

Atlanta, May 4, 2010— Sage North America today announced the addition of a new Accountant Advocate team to augment the services provided through the Sage Accountants' Network. Accountant Advocates are CPAs or accountants with industry or in-firm experience who will be focused on working with and providing an exceptional experience for accountants, bookkeepers and CPAs in the Sage Accountants' Network.

“We want our Sage Accountants' Network members to see value from day 1, and for them to look to Sage as a partner in their success, providing them with knowledge, tools, and support to grow their practices and client relationships,”

said Jennifer Warawa, director of partner programs, Sage North America. “By adding our new Accountant Advocates, we're further enhancing the Sage Accountants' Network experience with a team that will understand and be able to advise on a variety of practice management issues.”

The Accountant Advocates' role is to fully support Sage Accountants' Network members and be their partner in business development. Accountant Advocates

will be well versed in the Sage family of products and be prepared to assist and guide Sage Accountants' Network members with anything from basic installation

support to running a marketing campaign in their local area to go after new customers.

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To learn more about the Sage Accountants' Network and how to get a free one-year membership, please visit Booth 315 at the 2010 Accounting Technology New York Show, May 5-6 at the Penn Plaza Pavilion. In addition, Mike Savory, senior product manager, Sage Peachtree, will be presenting a session at the show on Thursday, May 6, on the Sage Accountants' Network and Sage Peachtree Quantum. You can also visit the Sage Accountants' Network online at [www.sageaccountantsnetwork.com](http://www.sageaccountantsnetwork.com), or contact the new Accountant Advocates: [accountantadvocate@sage.com](mailto:accountantadvocate@sage.com).

### About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs more than 4,100 people and supports 3.1 million small and midsize business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,400 people and supports 6.1 million customers worldwide.

For more information, please visit the website at [www.sagenorthamerica.com](http://www.sagenorthamerica.com).

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