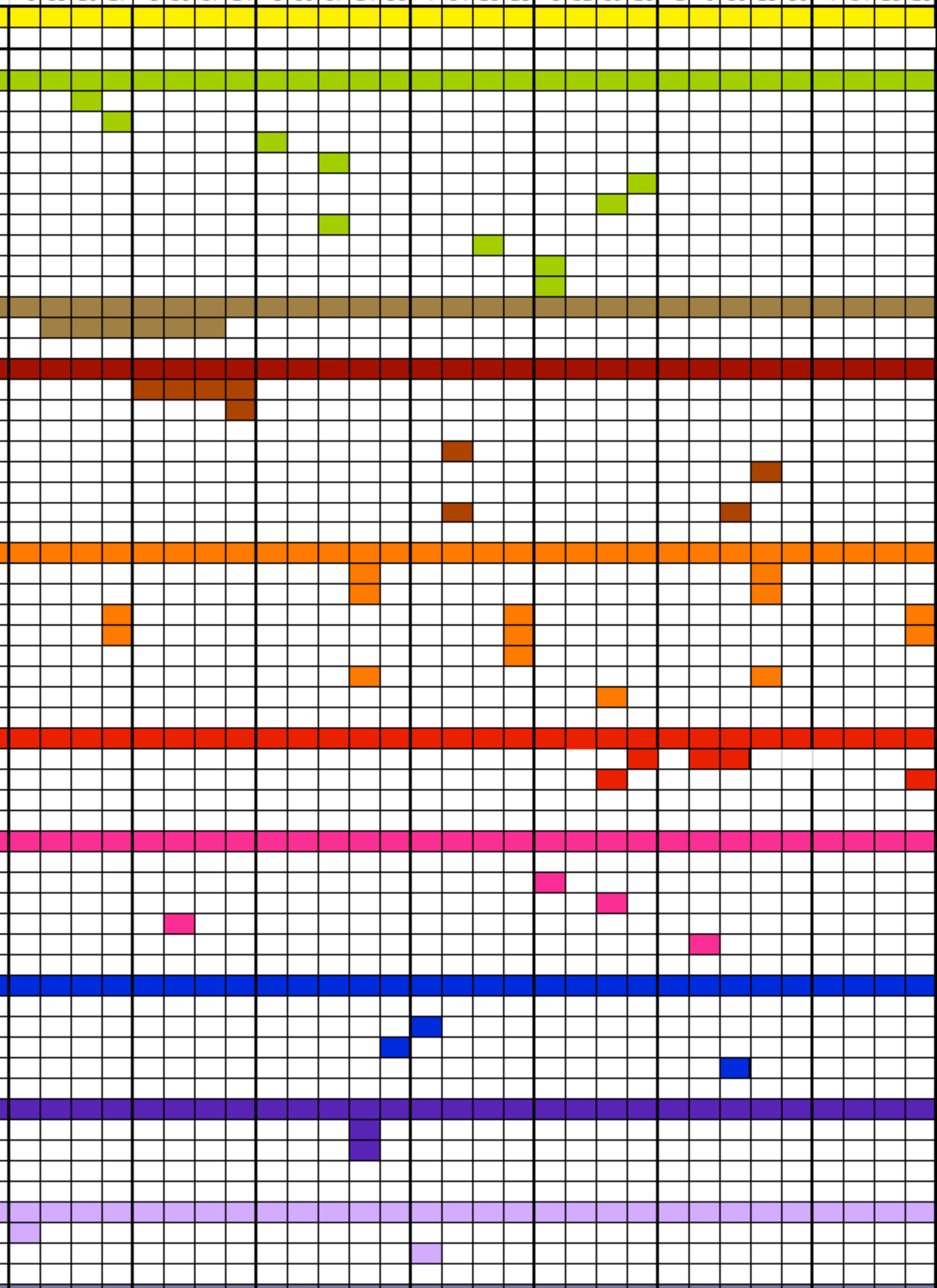
Nightingale Software Solutions
Marketing Programs Calendar
Revised: June 2, 2008



	Dates	Owner	Q1 2008													Q2 2008													Q3 2008			
			Jan				Feb				Mar					Apr				May				June					July			
			6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
Product Launches																																
- Nightingale 5.0	September	SB																														
Public/Analyst Relations																																
- YE and Q1 ER and IR outreach	23-Jan	TMG																														
- Forrester strategy session	28-Jan	LM																														
- Gartner Group Spring Summit	March 3-5	TMG																														
- Gartner Group strategy session	19-Mar	CP																														
- Quarterly US Analyst Tour	May 28-30	CP																														
-Bi-annual EMEA Analyst Tour	May 21-23	SB																														
- Mini east coast press tour	March 20-21	CP																														
- Q2 ER and IR outreach	24-Apr	TMG																														
- Gartner Group HC summit	May 5-7	LM																														
- Forrester Financial Forum	May 5-7	TMG																														
Webinar Promotion																																
- Healthcare Webinar	Jan 13-Feb 20	TMG																														
		TMG																														
Email Marketing		TMG																														
- Solution Toolkit Campaigns	February	LM																														
- On-line Customer Survey	26-Feb	TMG																														
- Cross Sell/Up Sell Campaign	IQ - Q2	TMG																														
Pain Email	17-Apr	LM																														
Email with special offer	24-Jun	TMG																														
- Prospect Vertical Industry On-line Survey	25-Mar	TMG																														
- Technical Tips and Tricks by product	April 20: Response - June 20: IQ -	TMG																														
		LM																														
Communications		TMG																														
- Quarterly Customer Newsletter (end of)	March 25, June 27, Sept 26, Dec 19	LM																														
- Quarterly Support Newsletters	March 31, June 27, Sept 26, Dec 19	TMG																														
- Partner Newsletter	Early each Qtr	LM																														
- Employee Newsletter	Early each Qtr	TMG																														
- Analyst Earnings Alert (right after earnings)	Apr 29, rest TBD	TMG																														
- Quarterly Analyst Newsletter (end of)	March 28, June 27, Sept 26, Dec 19	LM																														
- Prospect Newsletter	May 19, Sept. 2	TMG																														
		TMG																														
Webinars (ROI and Product)		LM																														
- Customer ROI Webinar Series	May 28 June 12, June 17	TMG																														
- Technical Tips and Tricks (quarterly) Webinar	May 19, July 29, Nov. 11	TMG																														
- New Module Webinar Series	September	LM																														
		TMG																														
Industry Events																																
- Customer Advisory Board Meeting		CR																														
US, May 5-7	May 5-7	CR																														
EMEA, May 19-21	May 19-21	CR																														
- HIMSS Event	Feb 9-11	CA																														
- AARP – June	June 11-13	CA																														
Collateral																																
Whitepapers																																
-white paper #1	11-Apr																															
-white paper #2	4-Apr																															
- white paper #3	June																															
Case Studies																																
- Stanford Case Study	28-Mar																															
- Mayo Clinic Case Study	28-Mar																															
- TBD Case Study	TBD																															
Demos																																
- Flash web demo	Jan-08																															
- HC web demo	4-Apr-08																															