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## Accept Wins Product Excellence Award for Fourth Consecutive Year

AIPMM Recognizes Accept Integrated Ideation, Product Planning, and Agile Management Solution for Advancements in Innovation and Product Management

FREMONT, Calif.--(BUSINESS WIRE)--Accept Software, the expert in on-demand software for idea management, portfolio management, and requirements management, today announced it has won its fourth consecutive Excellence in Product Management Tools Award, sponsored by the Association of International Product Marketing and Management (AIPMM). The AIPMM is the world's largest professional organization of product executives and product and brand managers. The AIPMM's prestigious award recognizes Accept for its innovative and practical solution that increases the speed and certainty of new product success. Accept was previously awarded the Excellence in Product Management Award in 2006, 2007, and 2008.

"Agility in new product development is everything. Companies need ways to move high potential product ideas from concept to execution in a much faster, integrated fashion," said Bryan Plug, president and CEO of Accept. "Accept delivers this by uniting entire enterprise product teams to deliver with greater certainty, speed, and efficiency. The AIPMM excellence award is great market validation for us in how we're helping our customers create better products."

"Accept Software continues to set the standard for the way large enterprises meet today's more demanding product development and delivery requirements," said Therese Padilla, president of AIPMM. "Our members have seen firsthand the impact Accept has had on helping their companies manage the product lifecycle."

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### Agility in New Product Development

Accept provides a suite of on-demand software solutions — Accept Ideas, Accept Portfolio, and Accept Requirements — to help companies drive new product development with greater certainty, speed, and efficiency. Accept's solutions are chosen by innovation leaders across industries to drive community collaboration, align ideas and strategy, and unify execution. With Accept, companies can:

- Deliver what their customers want and need by making product selection and execution decisions with greater certainty
- Turn ideas into products with speed to hit market windows
- Collapse traditional product development silos into more agile, coordinated teams
- Improve visibility into cycle status to ensure delivery and avoid surprises
- Lower costs by better directing R&D budgets and improving team efficiency

### AIPMM: Promoting Product Lifecycle Excellence

AIPMM is the only professional association dedicated solely to the professions of product managers, brand managers, and marketing managers throughout the product lifecycle. The AIPMM provides value to its individual members, corporate members, and sponsors by providing training, education, certification, and professional networking opportunities. For more information on issues concerning product management, brand management, and marketing management go to <http://www.aipmm.com>.