



FOR RELEASE JANUARY 30, 2012

ScheduleSoft Helps Bring World-Renowned Speakers to Madison Community Business Leaders

Madison, Wis., January 30, 2012 – ScheduleSoft is pleased to be a sponsor of the 2012 Chick-fil-A® Leadercast®, one of the largest events of its kind broadcasting world-renowned content to hundreds of locations around the world. This one-of-a-kind event will be broadcast live from Atlanta, GA and simulcast into communities across the globe involving more than 125,000 leaders worldwide to encourage making choices that matter. ScheduleSoft will be one of the Platinum sponsors for the local broadcast to be simulcast on Friday, May 4th from 7:00 a.m. to 4:00 p.m. at American Family Insurance Training Center, 6000 American Parkway, Madison, WI.

“To be able bring this caliber of speakers and their knowledge and experience to Madison area leaders is an opportunity we wanted to be part of,” said Gregory Flessas, Founder and CEO of ScheduleSoft. “But as a Madison-based company for over 15 years, we chose to sponsor this event because of its theme – making choices that matter.” Flessas continued, “While the event promises to be the premier business leadership event in the Madison area, the benefit of the theme and its message extends to the overall community making it a unique sponsorship opportunity for ScheduleSoft.”

For more information about the Chick-fil-A Leadercast, visit www.chick-fil-a-leadercast.com. For local ticketing information visit www.thinkwaystrategies.com/Leadercast call (608) 873-3630. Also, visit the Madison Chick-fil-A Leadercast Facebook page or on Twitter at #MSNLeadercast.

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About ScheduleSoft

Founded in 1996, ScheduleSoft is a privately held company based in Madison, Wis. Since its inception, it has focused exclusively on developing workforce scheduling software robust enough to meet the requirements of the most complex work environments, and flexible enough to address changing business needs. With more than 150 customers scheduling for over 50,000 users, leading companies in many industries turn to ScheduleSoft to create an agile workforce that delivers business results.

About ThinkWay

ThinkWay® is an advisory service that helps companies achieve explosive growth and productivity through disruptive strategy and business design innovation – changing how your business is designed to work – using proprietary methods that have proven successful across many businesses, brands and industries.

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