

Einsteinz Communications Selected by NetSuite to Meet the Company's ANZ PR Needs

Sydney, 10th October 2011

Einsteinz Communications has been selected by NetSuite Inc., the industry's leading provider of cloud-based financials / ERP software suites, to manage its public relations and social media programs in Australia and New Zealand, following a competitive pitch process. NetSuite enables companies to manage core business processes with a single fully integrated system which includes ERP/financials, professional services automation, CRM, and Ecommerce. Effective immediately, Einsteinz will focus on building NetSuite's competitive profile in the region as the number one cloud ERP and financial software suite. According to Einsteinz Communications managing director Pru Quinlan, working with NetSuite is a fantastic opportunity for the team. NetSuite is globally renowned for its business management software suites in the cloud. We will focus on increasing its profile with mid-sized and enterprise businesses, as it continues to expand its cloud solutions in Australia and New Zealand. NetSuite's marketing manager Dawn DCotta, commented that Einsteinz Communications' experienced team of high level strategic consultants are well suited to meet its communications objectives. We have been working hard to develop a good profile in Australia, but it was time for us to step up our public relations program to aggressively grow the NetSuite brand. Einsteinz Communications definitely has the experience and skill-set to help us achieve our goals. The Einsteinz team will be led by Felicity Ryan and supported by Emma Keen and Corinne Cowlshaw, with Pru Quinlan providing top line strategic guidance. /Ends About NetSuite

NetSuite

Inc. is the industry's leading provider of cloud-based financials/ERP software suites. NetSuite enables companies to manage core key business operations in a single system, which includes Enterprise Resource Planning (ERP), Professional Services Automation (PSA), Customer Relationship Management (CRM), and Ecommerce. NetSuite's "real-time dashboard" technology provides an easy-to-use view into up-to-date, role-specific business information. For more information about NetSuite Inc., please visit: www.netsuite.com.au. About Einsteinz Communications

Einsteinz

Communications is an award winning marketing communications consultancy delivering strategic business and consumer communications to assist companies to achieve their corporate and commercial objectives. Established in 2001, Einsteinz Communications has built a very strong reputation for excellence, providing consulting services to both Australian and global organisations. Clients include Primus Australia, Brocade, Dimension Data, Seagate Technology, Communications Alliance, IAB Australia, AD2ONE and Millward Brown. Visit www.einsteinz.com.au for more information. For more information:

Pru Quinlan

Einsteinz Communications

T: (02) 8905 0995

E: pru@einsteinz.com.au

Contacts

Pru Quinlan

+61 2 8905 0995

[mailto: pru@einsteinz.com.au](mailto:pru@einsteinz.com.au)