



ARAVO ASSURE™ ANNOUNCES PREMIUM MEMBERSHIPS

Premium Members Dramatically Increase Growth in Sales Leads and Customers

SAN FRANCISCO, FEBRUARY 17, 2012 —Aravo Solutions, Inc., the leading provider of cloud-based Supplier Lifecycle Management (SLM) and business social network solutions, announced the availability of **Premium** Memberships in *Aravo Assure™*, the industry's first -- and only -- business social network with a focus on risk, performance, compliance, and sustainability. **Premium** members can dramatically increase their network visibility leading to new sales leads and new customers for their products and services.

Thousands of members use *Aravo Assure™* every day to identify new suppliers that meet their specific sourcing needs. With a **Premium** membership, a company's expanded profile, including all detailed product and services information, is prominently displayed in the Buyer's search results. Compared to a basic membership, which only returns a company name and description, **Premium** membership allows members to highlight and showcase their product and service offerings to buyers when they are actively interested in buying. The result for **Premium** members is more inquiries, more connections and more new customers.

Aravo Assure™ was built to enable a new paradigm for the way that businesses connect, share data, and collaborate. Using the latest many-to-many Enterprise 2.0 technologies, delivered in an intuitive web-based system, buyers and sellers can easily discover new trading opportunities, safely and securely share critical business information, and drive down the administrative time and expense involved in managing tens or hundreds of thousands of trading partners.

"A new breed of networks has appeared in the market. By focusing on trading partner relationships rather than transaction management, these networks foster trust, deliver improved access, support broad collaboration and bring the potential to render first generation supplier networks obsolete in the next decade," said Jason Busch, Executive Editor, Spend Matters. "Aravo is one of the providers at the vanguard of delivering these innovative B2B connectivity approaches between buyers and suppliers."

Traditional supplier networks charge fees for simple transaction management services that provide limited value to either party, with unsophisticated cost-based comparison and selection of potential suppliers. *Aravo Assure's™ Premium* membership drives enhanced value to suppliers and buyers alike. **Premium** supplier members achieve greater sales growth through increased access to new opportunities, and buyer members benefit from faster one-stop access to fully qualified suppliers with fresh, validated trading credentials.

“Aravo Assure™ is very exciting to us” said Steve Scheer, President of Brondell, Inc., a supplier of luxury bathroom products. “It allows us to increase our visibility to new customers, and to easily engage with them to introduce our suite of products.”

Aravo Assure™ **Premium** membership, including the ability to showcase products and services in search results and to display detailed product listings in the Aravo Assure™ company profile, is available today. For more information, visit <http://aravoassure.com/upgrade.html>.

About Aravo

The world's best-run businesses utilize Aravo's Cloud-based Supplier Lifecycle Management and business social network solutions to find and manage trading partner relationships, reduce supply chain risk, ensure global regulatory compliance and lower the cost of managing suppliers by up to 72%. Customers like General Electric, Accenture, and Boston University rely on Aravo to manage information and processes for over 1.8 million global suppliers. Aravo is based in San Francisco, with offices in Chicago, Dallas, Portland, Kiev, Ukraine and Ahmedabad, India, and is backed by over \$50 million in investment from Cisco Systems, Big Sky Partners, and others. For more information regarding Aravo's award-winning solutions please visit our websites <http://www.aravo.com> and <http://aravoassure.com> or view our blogs at <http://www.2sustain.com> and <http://atrisk.net>.

###

Public Relations Contact

Robert Shecterle
Vice President, Marketing
rshecterle@aravo.com
415-835-7615