



**FOR IMMEDIATE RELEASE**

**Contact:**

Adam De Cruz  
240-631-2100, ext. 109  
[adecruz@anchorcomputersoftware.com](mailto:adecruz@anchorcomputersoftware.com)

**Fred Sirkey Named Vice President of Business Development for  
Anchor Software**

**Plano, Texas – March 19, 2008** – Anchor Software, LLC, a leading provider of data processing software for the direct marketing industry, today announced the promotion of Fred Sirkey to the position of Vice President of Business Development, reporting to Gary Siegel, Anchor Software’s President.

Sirkey has served as the Director of Business Development during his five years with Anchor Software, and he will be responsible for expanding the customer base by identifying new business opportunities and key business partnerships within the company’s core business units; Postal Processing, Data Quality, and Document Design and Printing, as well as building long-term relationships with existing business partners.

Prior to joining Anchor Software, Sirkey held senior sales and sales management positions in the information technology sector with such companies as Captiva Software and Group 1 Software.

“Fred has consistently been a top performer within the company. His efforts have resulted in the addition of valuable new partnerships, new markets, as well as adding Fortune 500 organizations to Anchor Software’s growing customer list. With Fred’s track record plus his unique combination of experience and insight, Anchor will be better positioned for the explosive growth we are anticipating in the future,” said Gary Siegel.

Sirkey holds a Bachelor’s Degree from the Kogod School of Business, American University and lives in Gaithersburg, MD with his wife and three children.

**About Anchor Software:**

ANCHOR SOFTWARE, LLC, based in Plano, Texas, is a leading provider of data processing software for the direct marketing industry. For additional information, please visit the Anchor Software website at [www.AnchorComputerSoftware.com](http://www.AnchorComputerSoftware.com), call 800-237-1921, or email [Sales@AnchorComputerSoftware.com](mailto:Sales@AnchorComputerSoftware.com).

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