



**FOR IMMEDIATE RELEASE**

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## **Mind Over Machines Changes its Name to Mindover Software**

*Name-change represents a shift in branding more directly aligned with its core software sales and consulting business.*

**Austin, Texas – December 4, 2008** – Mind Over Machines announced today that it has officially changed its name to Mindover Software. The name-change is intended to more closely reflect its core business of software sales, consulting and support.

“The change to Mindover Software caps a 6 month rebranding effort that began in the spring of this year with a complete redesign of our website at [www.mindovercorp.com](http://www.mindovercorp.com),” said David Manzer, Director of Sales and Marketing for Mindover Software. “We believe the new name reinforces the position we’ve established for our company over the last few years as a premier provider of innovative provider of Sage accounting and business software and CRM solutions for small and mid-sized businesses.”

Mindover Software began operations in 2001 as a Sage Software reseller with one office in Austin, Texas. In 2006, it added satellite offices in Dallas and San Antonio to serve a growing customer base. Indeed, it was the steady growth in software and consulting sales that prompted the company to rethink its branding strategy earlier this year.

Mindover Software also expects the name-change to reap additional benefits beyond initial customer perception. “Today, most purchasers of accounting software and other business critical applications use an Internet search engine to find vendors,” Manzer said. “Having the word ‘software’ in our name more closely aligns us with common search terms used to find the business software we sell like Sage Accpac ERP, Sage MAS 500 and SageCRM.

The name also provides a bridge between old and new. Manzer emphasized: “We really wanted a name that would provide the smoothest transition possible for our customers and prospects. Because our official corporate name has always been Mindover Corp, several of our customers actually suggested we use it instead. So, by keeping a similar look for the logo, creating a single word ‘Mindover’ and substituting ‘Software’ in place of ‘Machines,’ we accomplished our goal with minimal effort.”

### **About Mindover Software**

Mindover Software is a Sage Software business partner and offers a broad range of front and back-office solutions including Sage Accpac ERP, Sage MAS 500, SageCRM and Iciniti E-Commerce. From offices in Austin, Dallas and San Antonio, Mindover Software’s staff of professional consultants carries out the company’s commitment to high-quality results and customer satisfaction. Learn more at [www.mindovercorp.com](http://www.mindovercorp.com) or by calling toll-free (866) 990-3994.

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