



Eaton Vance Taps SalesPage for Integrated CRM and Transaction Management

SalesPage Financial selected to streamline and manage firm's complex business

MICHIGAN - April 15, 2008 - Eaton Vance Management has selected SalesPage Technologies as its Customer Relationship Management (CRM) partner. SalesPage Financial, a software solution tailored specifically for the financial services industry, will establish a single system of record for Eaton Vance's transaction data, and will provide a comprehensive view of its business relationships.

"It was our objective to select a partner and a solution that would provide the sales and marketing organization with the tools needed to achieve key business goals in an increasingly complicated environment," said Brian Taranto, vice president and director of administration distribution operations for Eaton Vance. "In SalesPage Financial, we have found a best-of-breed vendor and a technology platform that will continue to evolve as our business changes."

According to Taranto, Eaton Vance will leverage several key features of SalesPage Financial, including the ability to:

- **Consolidate multiple lines of business into one system.** SalesPage Financial will process transactions across varied product lines into a single sales and marketing solution. The lines include: both open- and closed-end funds; separately managed accounts; exchange funds; and variable annuities.
- **Support distinct user groups.** The SalesPage Financial solution will support the unique data and functional requirements of various user groups: sales management; key accounts; defined contribution investment only; sub-advisory; wealth management; and intermediary sales, including broker/dealers, independents, insurance, banks and RIAs.

- **Seamlessly integrate with enterprise systems.** In addition to transaction data, SalesPage Financial will push and pull data from Eaton Vance's selected reporting tool, market data providers, compensation and expense management systems, and a fulfillment vendor.

"We are delighted to add Eaton Vance to the growing family of leading financial institutions we are privileged to serve," said Michael Pessetti, vice president of sales and marketing for SalesPage Technologies. "SalesPage Financial is the most comprehensive, integrated relationship and transaction management package available, and we are honored to contribute to the success of the industry's most powerful investment management companies."

About SalesPage Technologies, LLC

Founded in 1983, SalesPage is committed to providing companies with effective CRM applications and related technical services. SalesPage collaborates with each client to plan, build and implement tailored, browser-based CRM solutions. Each client's solution starts with the award-winning SalesPage foundation, then integrates the client's own best strategies, leveraging their existing technology investments and readily adapting as the client's needs change and grow. The company's growing list of global business partners for SalesPage solutions includes Allianz Global Investors, Federated Investors, ING Funds, JPMorgan, Deutsche Bank, The Principal Financial Group, Entergy, Friday Ad, Twinings, and the University of Central England. For more information visit www.salespage.com.

About Eaton Vance Management

Eaton Vance Management is a subsidiary of Eaton Vance Corp., a Boston-based investment management firm, listed on the New York Stock Exchange under the symbol EV. Through its subsidiaries, Eaton Vance Corp. advises and distributes investment products for individual and institutional clients. As of January 31, 2008, the Company had \$152.9 billion of assets under management. For more information visit www.eatonvance.com.