



## **Mack Software joins mBox's Partner program and will offer AutoRemind™ to its' mSPA® Medical Spa operators**

**New York, March 25, 2009** – mBox's AutoRemind™, a real-time software solution that reduces patient appointment no-shows by generating automatic reminders sent via SMS text messages, voice calls and emails, has been integrated into Mack Software's mSPA Medical Spa practice management software. mSPA customers can also now send targeted marketing messages to active patients, inactive patients and prospects thereby improving communication which will result in new and incremental bookings and revenue.

AutoRemind is the powerful, market-leading reminder and electronic messaging service. It has now been seamlessly integrated within mSPA creating a real-time channel to mBox's communication servers. This allows the mSPA clinics a unique opportunity to remind and communicate with their patients on an individualized basis by tailoring a personalized messaging profile that generates automatic reminders and messages to patients via SMS text messaging, email & automated voice calls.

"We are entering yet another market with a new partner, Mack Software, who is a leading vendor in the Medical Spa industry" says mBox CEO, Bo Nielsen. "Mack Software has a series of powerful and easy-to-use products with an international scope. The fact that Mack Software has chosen mBox is exciting for us and gives us yet another opportunity to prove AutoRemind's domestic as well as international reach and capabilities."

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Hundreds of clinics have chosen Mack Software's m-series as their practice management software in the US. Now expanding to Australia and other markets, Mack Software's choice of AutoRemind was obvious since AutoRemind is a worldwide solution.

"We are highly focused on delivering the latest technology and the most competitive solutions to best serve our customers. What mBox offers us is simply better on all levels than what we have seen available in reminders and electronic communications," says Julie Mack, CEO of Mack Software.

### **About Mack Software Solutions Inc.**

Mack Software Solutions, Inc. is the developer of mSPA and other practice management software for medical/day spas and its mission is to provide companies with software to efficiently run their business by providing increased customer satisfaction while decreasing costs and increasing revenues.

### **About mBOX USA Inc.**

mBOX Inc. is the developer of AutoRemind and serves the healthcare and service industries worldwide with its localized versions of AutoRemind. For the past 6 years, AutoRemind has reminded patients of their appointments at dentists, chiropractors, hospitals, general practitioners and more. From its worldwide HQ in Scandinavia and its US HQ in the New York metro area, mBox specializes in delivering mobile applications in a box on a worldwide scale.

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