

BigTime Software Rounds Out Advisory Board with Accomplished Web Marketing Entrepreneur

Jamie Crouthamel Brings Web Marketing Thought Leadership and Award-Winning IT Entrepreneurship to BigTime Software

CHICAGO, IL, November 22, 2011 – BigTime® Software, Inc., a leading provider of cloud-based productivity tools for growing professional services firms, has announced the addition of James (Jamie) A. Crouthamel, online marketing expert and award-winning entrepreneur, to the Advisory Board.

The BigTime Advisory Board is chaired by John S. Howell, Jr., and includes Tim Krauskopf, Todd Warren and Joel Dryer, as well as Mr. Crouthamel. The Advisory Board advises the management team on issues related to strategic growth initiatives, emerging technologies, and the competitive landscape, as well as technology and product development and marketing decisions.

“The addition of Jamie to our Advisory Board really rounds out this group of distinguished company builders and industry pioneers,” said Brian Saunders, founder and CEO of BigTime. “The combined talent of this group brings us industry-leading expertise in online marketing, cloud computing, and accounting and productivity software development for web-based and mobile applications. This is the right team at the right time to guide BigTime in our next stage of evolution and growth.”

“I’ve worked with Jamie extensively and he is the most insightful multi-channel marketer I’ve ever met,” commented E. Jeffrey Lyons, president of BigTime. “Jamie will be a great resource to BigTime with our direct and web-based sales programs as well as our co-marketing initiatives with our OEM licensing partners. His expertise will also help us drive our online programs to reach customers in support of our B2B reseller and consultant network.”

Mr. Crouthamel is one of the most respected online marketing experts in the United States. He was awarded Ernst & Young's Entrepreneur of the Year Award for Information Technology in 2004, was named to *Crain's Chicago Business*' 40 Under 40 list, and has been named one of the 'Top 100' most influential people in technology in the Midwest. As founder and CEO of Performics, Mr. Crouthamel drove its dramatic growth through to its acquisition by DoubleClick in June 2004. Mr. Crouthamel is regarded as an industry thought leader and is a frequent speaker in online marketing, with extensive expertise in affiliate marketing, search engine marketing, performance-based marketing, ecommerce and online advertising.

About BigTime® Software, Inc.

BigTime® Software, Inc., develops cloud-based productivity tools for growing professional services firms and licensed OEM partners. The highly customizable, browser-based interface for practice management allows professional services firms to instantly deploy and connect BigTime® to existing back-office services. OEM partners license BigTime technology as the critical component of their accounting and productivity suites. BigTime is an Intuit Gold Certified Developer and a member of the Microsoft Partner

Network. Founded in 2002, the company is venture capital backed with thousands of users in the United States, Canada, UK and Australia. For more information, please visit www.bigtime.net.

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Contact:

Geoffrey Mogilner

FTI Consulting

312-861-4720

geoff.mogilner@fticonsulting.com