

**ESCROW ASSOCIATES KEEPS BUSINESSES RUNNING WITH NEW SOFTWARE
ESCROW AGREEMENT**

**- Third largest software escrow company assures clients access to critical
business software -**

(Atlanta, GA, August 4, 2009) – Escrow Associates, the third largest provider of software escrow services worldwide, announces today the release of their new escrow agreement for companies buying and selling software as a service, or “SaaS.” The agreement, unique to Escrow Associates, is specifically designed to protect companies from critical business interruptions. In a SaaS contract, a subscriber accesses their software remotely, logging in over the internet. If disaster strikes the providing company, access to that software is lost, abruptly halting business operations for each subscriber. However, the new software escrow agreement releases the software source code to subscribers, so they have ability to continue business as normal.

“We service over 4000 long-term care centers across North America and it’s critical that our technology is secure and uncompromised.” says Heath Odom, VP of Business Development at PointClickCare, a leading provider of SaaS-based solutions for the long-term care industry. “Our clients need to know that their clinical and financial software is always available to them and Escrow Associates is an important partner in helping us achieve this.”

The new software escrow agreement ensures that companies regain business capabilities quickly. Instead of completely halting operations while they search for a new SaaS provider, a subscriber company simply runs the software internally. So, although they spend a little time determining the best way to store, build, and run the software, downtime is kept to a minimum.

Some agents make the process even simpler by ensuring the integrity and currency of the source code with software escrow verification services. These services protect both providers and subscribers, because they know that the escrow account contains useable code. Knowing exactly what is in the software escrow account also allows subscribers to create more effective contingency plans.

About PointClickCare

[PointClickCare](#) is the leading electronic health records and business office software for the Long-Term Care industry. PointClickCare Software-as-a Service (SaaS) has been online serving providers of all sizes since 2000 and is used by over 4,000 Long-Term Care centers in 40 U.S. states and across Canada serving over 400,000 residents.

About Escrow Associates

As the third largest provider of software escrow services worldwide, Escrow Associates provides superior services that protect the interests of both the depositor and the beneficiary. Their services bring value and peace of mind to hundreds of clients throughout the United States. Businesses trust them to develop customized escrow solutions for the future viability of their organizations. To learn more visit www.escrowassociates.com.

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