



**US Licensing Group receives the 2013 Ready-to-Go ASPIRE Award
for Microsoft partner marketing excellence**

Award presented by Microsoft to partner organization for achievement in strategic marketing.

Houston, TX — July 9, 2013 - Today at the Microsoft Worldwide Partner Conference in Houston, the US Licensing Group announced it has been named the recipient of the 2013 ASPIRE Award. The annual prize is offered to the top partner organization for excellence in strategic marketing. “Validation by Microsoft is a testament to our outstanding marketing team’s dedication to produce quality content in support of our new company branding,” said Bill Hole, President of US Licensing Group. “The partner programs available from Microsoft have been instrumental in our continued success. We are truly grateful to receive this honor,” added Bill Hole.

US Licensing Group was looking to create a new identity that would closely align its brand and product offerings with Microsoft. “By utilizing the Ready-To-Go content, our teams had a common framework upon which we could customize our campaign. These resources were essential in meeting our deadline and budget goals,” stated Kate Protage, Project Manager of US Licensing Group. “By creating awareness through strategic marketing, our mission was to grow potential leads of a higher quality, and ultimately increase deal sizes. The results have been outstanding,” Protage added. To distinguish the company as a Microsoft licensing expert, US Licensing Group leveraged content that covered the entire Microsoft product stack including promotional offers that drove customers to sign up for an Office 365 trial, request a product quote, or easily gain understanding of the software licensing process.

“The Ready-to-Go resources allowed us to quickly launch a number of campaigns while reducing marketing costs,” said Courtney Beck, Creative Director for US Licensing Group. “These partner benefits gave us a jumpstart to success by delivering quality content that we could easily adapt to meet our specific needs,” added Beck.

The US Licensing Group provides Microsoft licensing solutions to SMB customers nationwide. By helping companies optimize their Microsoft software investment, the US Licensing Group continues to build on the principles of ethics, stewardship, and service.

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About US Licensing Group

Based in Simi Valley, California, US Licensing Group is one of the top breadth resellers of Microsoft Licensing in the United States. As an active member of the Microsoft partner community, Bill Hole has spent the last eighteen years in technology sales and marketing. Additional company details are available by visiting www.USLicensingGroup.com.

For more information, press only:

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