

DARTMOUTH, NS, CANADA, October 02, 2013 **/24-7PressRelease/** -- SimplyCast.com, a global leader in multi-channel marketing Platform-as-a-Service solutions, today announced that the company has struck a deal with the Halifax Rainmen, of the National Basketball League of Canada

Over the past six months, the Rainmen have been looking for a solution to engage with fans on a more personal level, and they discovered SimplyCast 360. The SimplyCast solution will power their online, offline, mobile and in-game communication as well as help the team to connect with fans in new ways.

SimplyCast 360 is an all-in-one interactive marketing and communication solution that was launched in June 2013 to power sports franchises, and allow teams to engage with fans in a way that has never been possible before. Sports teams now have access to communicate with their fans using email, SMS, voice, fax, survey, events, signup forms, Twitter, Facebook and autoresponder by using a simple drag-and-drop interface.

The sports industry is currently using multiple solutions to communicate with their fans, which has become overwhelmingly difficult to manage. "Using the SimplyCast solution, we can grow the number of season ticket holders while engaging our current fan base in new and exciting ways," said Andre Levingston.

"The SimplyCast 360 solution is the perfect tool to increase attendance and personalized engagement for sports teams' fans," said Saeed El-Darahali, President and CEO of SimplyCast. "We're very excited that the Halifax Rainmen have chosen the SimplyCast 360 platform to power their fan communication."

SimplyCast 360 is an interactive marketing solution designed to reduce manual tasks while allowing organizations to communicate with their customers and clients in a highly targeted way that was previously unavailable on the market. SimplyCast 360 is used by the e-commerce and automotive industries, sports teams, nonprofit organizations, marketing agencies and government. It is also ideal for communication in emergency situations such as forest fires, bomb threats or blizzard warnings.

For More Information Contact:

SimplyCast Signs Halifax National Basketball League Team

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SimplyCast.com is a leading provider of interactive marketing software and services for organizations worldwide. The SimplyCast 360 multi-channel marketing platform has an easy to use drag-and-drop interface and includes email, SMS, voice, fax, survey, event, form builder, contact management, Twitter, Facebook, autoresponder, web tracking, landing page and blacklist monitor services. SimplyCast's solution is used by thousands of customers in over 175 countries, including many of the most recognized brand names around the globe in retail, non-profit and hospitality industries. SimplyCast 360 is an all-in-one solution to provide automated targeted communication while allowing businesses to effectively reach customers on their preferred mode of communication.