



## **First Ever Online Subscription Supported with Custom Research Hours – MyEdcals Enterprise Edition**

*New Functionality includes Microsoft Calendar Integration and collaboration software. RedEgg Solutions, the market innovator of on-demand solutions for Public Relations and Marketing professionals, today announced the launch of the first ever Custom Research and Online Solution package for Marketing and Public Relations professionals.*

Newton, MA, September 20, 2007 --(PR.com)-- RedEgg Solutions, the market innovator of on-demand solutions for Public Relations and Marketing professionals, today announced the launch of the first ever Custom Research and Online Solution package for Marketing and Public Relations professionals. The Enterprise edition of MyEdcals, the most comprehensive and easy to use editorial calendar database is designed to help reduce the non-billable or administrative tasks typically performed in the life of a publicist.

“We are absolutely thrilled to bring this cutting edge offer to the marketplace. Outsourcing non-billable or administrative tasks has become standard operating practice in the majority of industries. RedEgg Solutions is proud to be the first to bring it to the PR and Marketing Professionals,” stated Eric Hill, Co-Founder of RedEgg Solutions.

Enterprise clients receive research hours of access to the highest quality research team in the industry. Research hours can be used to update a media list prior to a press release, creating a daily newsletter or perhaps pulling together relevant story opportunities for a new client pitch.

“The Research team at MyEdcals was like an extension of my own team. They delivered highly accurate and timely research, saving my company time and money. I can now have my agency focus on their core competencies rather than on mundane tasks,” stated Amy Parrish, Partner and Chief Marketing Officer at Cohn, OverStreet & Parrish.

The Enterprise Edition also brings a new host of features including the ability to customize and synch deadline alerts with an individual's Microsoft Outlook Calendar. Furthermore, Enterprise clients will be able to organize lists under client names, save notes, assign editorial calendars and collaborate with colleagues within the system and email opportunities directly out of the product to non-subscribers of the service. MyEdcals also supports exporting to Excel, PDF and html.

All of the MyEdcals' solutions are fully supported for Macintosh users with Safari and Mozilla browsers.

MyEdcals Enterprise Edition offers a trial and a self-paced tour at [www.myedcals.com](http://www.myedcals.com). A one year subscription is only \$1,499 and includes 15 hours of Custom Research. Each additional user is \$199. MyEdcals Standard edition is \$499 for a one year subscription and \$149 per each additional license.

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