

# Aristotle Acquires CompleteCampaigns

For Immediate Release  
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## ARISTOTLE INTERNATIONAL ACQUIRES COMPLETECAMPAIGNS.COM

### Political Technology Leaders Join Forces

Washington, D.C. - Aristotle International, an industry leader and pioneer in political technology solutions, announced today its acquisition of California-based CompleteCampaigns.com, which provides web-based campaign management tools to political clients. Aristotle's acquisition of CompleteCampaigns.com creates the largest, non-partisan provider of campaign technology in the political marketplace serving more than 2,000 clients in 50 states, from local-level to federal races. The acquisition aligns some of the industry's strongest software brands and political technologies for managing campaigns. The move also accelerates Aristotle's plan to expand its industry-leading data platforms and suite of political software with new web-based technologies and mobile applications for campaign professionals and voters alike.

"As part of Aristotle's growth strategy which includes significant investments in internal R&D as well as external acquisitions of strategically aligned companies or new technologies, the CompleteCampaigns.com deal represents the first step towards realizing our vision for the future...and, we're excited about the possibilities," said John Aristotle Phillips, CEO of Aristotle International. "By combining the passion, creativity, and technology of two leading-edge companies, we will continue to drive innovations that help political professionals better manage campaign operations, communicate with key constituencies, and engage the citizenry in the democratic process. We're pleased to add their skills and knowledge to our team."

In an era of modernized campaigns, the rising import of political technology and role it plays -- as evidenced by Barack Obama's historic presidential campaign - creates significant opportunity for growth.

"By joining forces with CompleteCampaigns.com, Aristotle will carry on our legacy of

Aristotle is the leading political technology firm in the United States. Widely recognized for having revolutionized politics, Aristotle is a non-partisan firm that has been in existence for over 25 years. In that time, Aristotle has dedicated itself to transforming the faces of politics and streamlining political administration. Aristotle is uniquely qualified to offer with confidence the most comprehensive and reliable data management tools in the country.

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innovation and leadership while offering our clients the most robust and comprehensive suite of political products and services on the market," said Phillips. "Ultimately, our goal is to develop next-generation technologies that best address the emerging needs of the political marketplace and believe Aristotle is uniquely positioned based on its 25-year track record of innovation, resources and know-how."

"Having used CompleteCampaigns.com software for both candidate races and running a political organization in Ohio, I found the software to be excellent," said Angela McMillen, Executive Director of the American Association of Political Consultants (AAPC). "Combining the CompleteCampaigns.com software with Aristotle's technology platforms will likely yield even better products for political and non-profit professionals alike. It's a powerful and effective offering."

This week Aristotle will begin executing the planned integration of company operations, technologies and client services to ensure a smooth transition and immediate value for customers.

Ben Katz, founder and CEO of CompleteCampaigns.com, said, "Our combined product offering provides new and existing clients the best suite of political technology and services on the market. Together we are the go-to political technology provider for full spectrum of the marketplace, from the local level to the federal level. We're excited to join the Aristotle team."

The CompleteCampaigns.com staff will continue to operate from San Diego, creating Aristotle's 2nd office location in California. Katz will join Aristotle's executive management team as Chief Technology Officer and oversee day-to-day operations for the San Diego office.

Aristotle International has additional offices in Washington, DC, San Francisco, London, Toronto, Atlanta, Salt Lake City, and Boston.

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## About Aristotle International

Aristotle is recognized as the pioneer in political technology. Every occupant of the White House - Democrat and Republican - for more than 25 years has been an Aristotle customer, as are most U.S. Senators, most members of the U.S. House of Representatives, and Democratic and Republican state party organizations. Year round, thousands of Americans involved in the political process - from grassroots organizers to Washington insiders - rely on Aristotle. Aristotle has every product and service you need to make your team a success. Whether it's campaign software, voter data at VoterListsOnline.com, PAC and Grassroots software and services, or 24/7 customer support, Aristotle is your one-stop solution. (<http://www.aristotle.com/>)

## About CompleteCampaigns.com

CompleteCampaigns.com was founded by Ben Katz in 2000. Since then, the company has grown to provide solutions for fundraising, accounting and contact management, online donation processing, voter contact, and web site administration. The company

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serves over 800 clients in 26 states, from local-level campaigns through Congressional and statewide races. (<http://www.completecampaigns.com/>)

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