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PETZ ENTERPRISES, INC. (PEI) ANNOUNCES CROSSLINK® FOR iPhone APPLICATION FOR THE CROSSLINK SUITE OF PROFESSIONAL TAX SOFTWARE SOLUTIONS

Tracy, Calif. (August 24, 2010) – Petz Enterprises, Inc. (PEI), makers of the CrossLink suite of professional tax software solutions and services for high-volume retail tax offices, today announced the launch of the CrossLink for iPhone application which will enable CrossLink customers to manage their professional tax offices no matter where they are.

“CrossLink customers can now manage their office operations right from their iPhone,” stated Charles Petz, CPA, Chief Financial Officer for Petz Enterprises, Inc. “This app substantially improves real-time control over your offices allowing management to see what’s going on at any moment.”

Using the CrossLink for iPhone application, CrossLink customers are able to manage their offices directly from their iPhone, view real-time data reports, including financial details for processed returns by location and preparer. Users of the application also receive product and industry updates pushed to their phones.

“CrossLink’s iPhone application demonstrates their commitment to innovation and shows that they truly understand the needs of my business,” commented Mike Steele, owner of Ultimate Tax Service. Steele continued, “Having an application in the palm of my hand that I can access so quickly is great. The ability to access real-time reports, track activity by location and preparer, and get industry updates no matter where I am located will enable me to better manage my tax offices during the season.”

The CrossLink for iPhone application is available now through the iPhone App Store and iTunes.

“CrossLink continues to lead the industry with innovative solutions designed for high-volume tax businesses,” said Glen Wielandt, Franchise Business Development for Fiesta Auto Insurance and Tax Services. “With over 100 tax offices to manage, the CrossLink for iPhone application will significantly improve the speed and efficiency with which I can manage my business.”

“The CrossLink for iPhone application recognizes the changing needs of our customers. With current technologies such as the iPhone we can present CrossLink customers with the tools they need to save time and improve efficiency for their professional tax preparation businesses – from anywhere at any time,” Petz said in closing.

Visit www.CrossLinkTax.com/iPhone to learn more.

About Petz Enterprises, Inc.

Petz Enterprises, Inc., makers of the CrossLink suite of tax software solutions and services, is a leading provider of tax preparation and filing solutions for the professional and consumer markets, helping to automate and simplify federal, state and local tax compliance. Founded in 1974 and based in Tracy, California, PEI is dedicated to serving the needs of the professional tax community and U.S. taxpayers worldwide. For more information about PEI professional tax solutions and services, visit www.CrossLinkTax.com.