

## NEWS RELEASE

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**SmartDraw 2010's New Microsoft Visio® Filter Opens Up Visual Communications Enterprise-wide  
*Businesses Experience a Strong Return on Investment When Everyone Can Communicate Visually***

**San Diego, CA: September 15, 2009**--SmartDraw.com, maker of SmartDraw, the software that helps you work smarter by communicating visually, now works hand-in-hand with Microsoft Visio® software with the introduction of its MS Visio® filter, a key new feature of SmartDraw 2010.

Studies show that people are six times more likely to retain and understand information presented to them visually. SmartDraw 2010 empowers *anyone* in an organization to communicate visually. Businesses using SmartDraw increase their bottom line by improving communication both internally and with their customers, refining operations, completing projects on time, and successfully implementing their plans.

With SmartDraw 2010, MS Visio® users can import their MS Visio® files into SmartDraw. With SmartDraw's superior functionality and its abundance of relevant business graphics templates, MS Visio® users are able to manipulate, edit and improve legacy MS Visio® graphics quickly and easily.

"SmartDraw 2010 is not a Visio® replacement, but rather an extension to everyone in the organization so that maximum efficiencies can be realized when all employees communicate visually," states Todd Savitt, Chief Sales Officer at SmartDraw.com. "For businesses that need the data integration features of MS Visio®, SmartDraw is the perfect accompanying software application as it allows the user to experience enhanced features and thousands of additional templates not found in MS Visio®. Importantly, SmartDraw 2010 frees time from IT professionals because it enables any employee to communicate visually, rather than those in IT alone."

With SmartDraw 2010, MS Visio® users can automatically batch and convert thousands of their files into SmartDraw within minutes. The Visio-to-SmartDraw 2010 import process is shown here:

<http://tinyurl.com/ltwqcf>.

In addition to its unsurpassed ease in creating flowcharts, process charts, mindmaps, Gantt charts, decision trees, and 70 other types of popular business graphics, SmartDraw 2010 boasts a marked increase in large-scale project management capabilities, along with many other important improvements.

SmartDraw works seamlessly as a Microsoft Office® add-on, allowing one-click export to MS PowerPoint®, Word®, Excel®, Adobe PDF®, and other applications. For a FREE trial version of the software or for more information, please visit [www.smartdraw.com](http://www.smartdraw.com).

### **About SmartDraw.com**

SmartDraw.com is the creator of SmartDraw, software that helps you work smarter by communicating visually. Because people are six times more likely to retain and understand information presented to them visually, SmartDraw helps businesses increase their bottom line by improving communication, refining operations, completing projects on time, and successfully implementing their plans. Whether it's a flowchart to explain a business process, a Gantt chart to show a project schedule or an organizational chart, SmartDraw is unique because it draws more than 70 different types of visuals for you, including timelines, maps, charts, decision trees and floor plans, resulting in presentation-quality visuals in just minutes. The company's customers include more than half of the members of the Fortune 500, 2,000 K-12 schools and universities, and thousands of law firms, police departments, health systems and private enterprises of all sizes. In fact, SmartDraw is downloaded more than 3 million times each year. Founded in 1994, SmartDraw.com is a privately-held, San Diego, CA-based company and is part of the Working Smarter Network. For more information or to download a free trial version, please visit [www.smartdraw.com](http://www.smartdraw.com).