



For Immediate Release

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SavvyData Sale-a-bration Offers 70% Savings on FileMaker Training

Best of Class Instruction Now an Unprecedented Best Value

REDWOOD CITY, Calif. — September 1, 2010 — SavvyData is celebrating two major business milestones by slashing tuitions temporarily for their entire suite of instructor-led classroom trainings. SavvyData is observing the first anniversary of their company rebranding, as well as their 16th year since incorporating the business.

"The FileMaker community has always been generous and supportive and fun-loving, and we try to demonstrate those same values as often as we can." says Lee Lukehart, SavvyData founder and president. "As an authorized instructor, I live for seeing a student's enthusiastic spark when they 'get' some new concept or cool FileMaker technique." Lee explains further that "The recent economic downturn has slowed investments in staff skills development, but we noticed increased interest at certain lower price points. So we've launched this promotion to convert interest to action. Significantly lowering pricing—even temporarily—is a calculated business risk but this feels like the right thing to do, in a good-citizen kind of way."

The "Savvy Sale-a-bration" special pricing covers the following classes:

- Savvy FM Intro 1-day class: \$89 instead of \$295 (70% savings)
Entry-level course on FileMaker Pro; <http://www.savvydata.com/intro/>
- Savvy FM Essentials 3-day course: \$585 instead of \$1,485 (60% off, saving \$900) Part of the official FileMaker Training Series, solving the "you don't know what you don't know" problem; <http://www.savvydata.com/essentials/>

- 'Ace of Charts' 1-day workshop: \$239 instead of \$495 (52% off)
The Art and Science of adding dynamic charts to your FileMaker solutions
<http://www.savvydata.com/charting/>
- 'Dashing Dashboards' 1-day class: \$239 instead of \$495 (52% off)
Creating graphical information dashboards to monitor data and performance
<http://www.savvydata.com/dashboards/>

The "Savvy Sale-a-bration" is a limited-time offer. Enrollments are constrained by class size and schedule, so register early to reserve a seat.

About Lee Lukehart, FileMaker Authorized Instructor

Lee Lukehart is a FileMaker authorized trainer and has earned every developer certification that FileMaker has offered (11/10/9/8/7). He authored the popular white paper on FileMaker Pro Charting and the TechNet webinar on advanced charting techniques.

An enthusiastic FileMaker advocate, Lee has presented sessions at Macworld Expo, Bootcamp for FileMaker, and the last four FileMaker Developer Conferences (DevCon). He has written articles for FileMaker Advisor, and served for a year as the "Advisor Answers" columnist in Advisor Basics for FileMaker magazine.

Lee has been using FileMaker to solve client problems for more than two decades, and he began creating and providing FileMaker instruction formally in 2004. His students appreciate his attentive manner and patience in the classroom, and they say his responsive training style makes learning new skills fast and fun.

About SavvyData Inc.

SavvyData knows how to make data work smarter. The consulting, development and training firm designs and deploys custom database solutions that empower clients to transform and leverage their digital assets. SavvyData conducts authorized training for FileMaker Pro in its spacious training facility on the water's edge of San Francisco Bay.