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422 Group Celebrates Fifth Anniversary

Expanding client base, Microsoft partnership, NSF support highlight company successes

July 14, 2009, Atlanta, GA—422 Group, a Microsoft Gold Certified Partner that helps colleges and universities manage relationships more effectively, is celebrating its fifth anniversary with the addition of new clients, the strengthening of its partnership with Microsoft® and continued support from the National Science Foundation.

The 422 Group client base now includes more than 70 colleges and universities—ranging from large public research universities such as the University of Georgia and Penn State, to small private colleges such as Bryn Mawr and Macalester. Recent additions to the client list include Georgia State University and the University of Dallas.

“We are honored that so many different types of colleges have found value in our products and services,” noted Doug Wofford, 422 Group president. “It’s hard to believe that we’ve come so far in such a short period of time, especially with the current state of the economy.”

In addition to the growth of its client base, 422 Group has distinguished itself in other ways. The company achieved Microsoft Gold Partnership status in 2006 by leveraging Microsoft development resources to create Continuum 422 CRM™—a hosted relationship management system for colleges. In 2007, 422 Group was recognized by the National Science Foundation with a grant to develop predictive enrollment models that automatically adapt themselves to the evolving relationship between each prospective student and a specific college.

“We’re in such a good place now and have to thank our clients for their trust and perseverance,” said Jeff Arnold, chief financial officer at 422 Group. “The future looks very bright for us and we’re ready to build on our success by delivering more value to our current clients and connecting with many others in the months and years ahead.”

About 422 Group

422 Group LLC is a Microsoft Gold Certified Partner that helps colleges and universities manage relationships more effectively. 422 Group professionals are among the most experienced product development people associated with higher education relationship management. Over the past twenty-seven years they’ve worked to develop specialized CRM systems, business intelligence tools and market research services for more than 500 institutions in the U.S. and abroad.

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