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422 Group Enhances Client Relations and Development Teams

October 4, 2009, Atlanta, GA—422 Group, a Microsoft Gold Certified Partner that helps colleges and universities manage relationships more effectively, has added two experienced staff members to support and maintain its growing client base.

Allison Smith will provide consultative support to customers using the Continuum 422 CRM solution as a member of the 422 Group client relations team. Allison has provided technical support for enrollment management functions at Georgia State University and the Georgia Institute of Technology. She also provided support on behalf of the College Board to users of Recruitment PLUS™, an admission management system developed by the management team at 422 Group.

Allison is joined by Geoff Knue who will serve as executive director of client development. Geoff comes to 422 Group from Sungard Higher Education where he represented that company's solutions for advancement and alumni relations. Geoff has spent the better part of his professional career working with colleges and has a deep understanding of their needs related to relationship management.

"We are pleased to add two experienced professionals to our team", stated Doug Wofford, president and chief executive officer of 422 Group. "In the world of higher education, knowledge is power when it comes to serving the needs of our existing clients and gaining the trust of our prospective clients."

In addition to these professional resources, 422 Group has also increased staffing in its network engineering and software development areas.

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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