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January 5, 2007

For Immediate Release

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422 Group Hits 50 Client Mark to Start the New Year

January 5, 2007—422 Group, an Atlanta-based technology and professional services company that helps colleges and universities manage relationships more effectively, has signed its 50th college client and doubled the size of its client base in less than a full year.

"We're thrilled to welcome Westminster College (UT) to the 422 Group family," stated Doug Wofford, 422 Group President & CEO. "They add yet another dimension to the growing set of diverse institutions using 422 Group solutions to build and maintain relationships with prospects, enrolled students and alumni."

422 Group was founded in 2004 to help colleges and universities manage relationships with key constituencies more effectively. The management team has over 120 years of experience working with schools in areas such as enrollment management, marketing communications, data analysis and software implementation. Among the current set of 422 Group clients are selective private institutions such as Carleton College, Columbia University and the California Institute of Technology, and large public "flagship" institutions such as the University of Washington, Penn State and the University of Georgia.

"In our previous life as Sequitur Corporation we established a number of strong relationships with enrollment managers across the country," noted Wofford. "Now those individuals are re-connecting with us and also helping to introduce departments such as athletics, alumni relations, development and student life to our relationship management solutions."

About 422 Group

422 Group LLC is a Microsoft Certified technology and professional services company 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 today. Over the past twenty-five years they've worked with organizations such as the College Board, PeopleSoft® and Sequitur Corporation to develop enterprise-level CRM systems, business intelligence tools and market research services for more than 500 institutions in the U.S. and abroad.

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