

Contact: Jeff Arnold
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PH: 770.255.0700

FX: 770.454.0139

jarnold@422group.com

422 Group Achieves Microsoft Business Solutions Competency Continuum 422 CRM Application to Profiled by The Partner Channel®

June 2, 2008, Atlanta, GA—422 Group, a Microsoft Gold Certified Partner that helps colleges and universities manage relationships more effectively, has earned the coveted Microsoft Business Solutions Competency based on its deployment of Continuum 422 CRM, a specialized relationship management solution for colleges that is built on the Microsoft Dynamics™ CRM 4.0 platform.

The Microsoft Business Solutions competency is available to Microsoft Certified Partners and Gold Certified Partners with proven proficiency in deploying Microsoft Dynamics and related applications. It provides a unique opportunity to distinguish Microsoft partners that have become experts in helping their customers develop and maintain profitable, long-term relationships through business solutions built on Microsoft technology.

This achievement will be profiled by The Partner Channel®, a creative and marketing management resource for Partners who specialize in business solutions software, such as Microsoft Dynamics. The profile will focus on the capabilities that make Continuum 422 CRM such a valuable solution for colleges and universities.

“The (Microsoft) Business Solutions Competency validates our knowledge and use of Microsoft technology and tells our college clients that we’re capable of creating solutions that leverage the enormous potential of Microsoft Dynamics,” stated Doug Wofford, 422 Group President & CEO.

422 Group achieved the Microsoft Business Solutions Competency by meeting specific Microsoft requirements related to customer references, individual staff certifications, and the development of tested, certified software based on Microsoft technologies.

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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