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## 422 Group Partners with Microsoft to Launch Continuum 422™ CRM Solution for Higher Education

September 17, 2007—422 Group, a Microsoft Certified technology and professional services company that helps colleges and universities manage relationships more effectively, has launched Continuum 422, an enterprise-capable, higher education constituent relationship management (CRM) solution. Continuum 422 is designed to serve the needs of institutions that are seeking to build and maintain long-term relationships with key audiences such as prospective applicants, enrolled students, alumni, and donors.

Continuum 422 goes far beyond traditional CRM systems by coupling a proven methodology for building and maintaining relationships with tools that emphasize and support effective communication, business intelligence and staff productivity. It also provides an integrated approach to consolidating, synthesizing and utilizing student "lifecycle management" information to better understand relationship stages and related communication needs.

"We've put over 120 years of relationship management experience into the development of Continuum 422," stated Doug Wofford, President and CEO of 422 Group. "It combines the benefits of the award-winning Microsoft Dynamics CRM 3.0 solution with proprietary communication and business intelligence tools that are essential for colleges and universities."

The management team at 422 Group has previously developed CRM solutions and business intelligence tools for more than 500 institutions in the U.S. and abroad. They are currently providing CRM tools and market research services to more than sixty-five colleges and universities including the California Institute of Technology, Carleton College, Columbia University, the University of Georgia, Penn State University and the University of Washington.

"Microsoft is committed to offering CRM solutions that work the way people and organizations do," said Brad Wilson, general manager, Microsoft Dynamics CRM. "422 Group shares this vision, and with their deep industry knowledge will be able to offer a compelling solution for users and organizations in the field of higher education."

Microsoft Dynamics is a line of integrated, adaptable business management solutions that automate and streamline financial, customer relationship, and supply chain processes in a way that helps organizations drive business success.

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#### 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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