

Contact: Jeff Arnold  
November 5, 2007  
**For Immediate Release**

PH: 770.255.0700  
FX: 770.454.0139  
jarnold@422group.com

## Microsoft Dynamics® CRM 3.0 Provides Ideal Platform for 422 Group Higher Education CRM Solution

November 5, 2007—422 Group, a Microsoft Certified technology and professional services company that helps colleges and universities manage relationships more effectively, has selected the market-leading Microsoft Dynamics® CRM 3.0 platform as the foundation for Continuum 422 CRM™, an enterprise-capable constituent relationship management (CRM) solution for colleges and universities.

Continuum 422 CRM 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 data to examine relationship management trends and predict specific relationship management outcomes—such as the likelihood of targeted student groups to enroll and persist through graduation.

"Microsoft strongly supports partner efforts to create new, innovative enhancements to our offerings," said Brad Wilson, general manager of Microsoft Dynamics CRM. "422 Group is a great example of how the Microsoft Dynamics CRM platform can be leveraged to deliver value-added solutions that meet the needs of 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.

"Selecting Microsoft Dynamics CRM 3.0 as the platform for Continuum 422 made great sense for the higher education market because it maximizes infrastructure investments institutions have already made through the use of Microsoft Exchange, Microsoft SQL Server and Microsoft Office," said Doug Wofford, President and CEO of 422 Group. "Continuum 422 allows administrators and faculty to leverage familiar Microsoft tools that are already in place to help them build and maintain long-term relationships with key constituencies."

### About 422 Group

422 Group LLC is a Microsoft Certified partner and 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 to develop specialized CRM systems, business intelligence tools and market research services for more than 500 institutions in the U.S. and abroad.

#####