

Contact: Jeff Arnold
December 7, 2006
For Immediate Release

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

Macalester College Selects Campaign Driver from 422 Group to Manage Communication with Key Constituencies

December 7, 2006—422 Group, an Atlanta-based technology and professional services company that helps colleges and universities manage relationships more effectively, announces that Macalester College has selected 422 Group's Campaign Driver solution to manage electronic communication and data collection related to key constituencies such as prospective students, enrolled students, athletes and alumni.

Campaign Driver combines a broad range of e-mail management capabilities with ad hoc Web content management options. This combination allows alumni and development offices to easily create, distribute and evaluate large-scale multi-format e-mail campaigns while also enabling their staff to build campaign-related Web pages (on an as-needed basis) that can be used to capture additional recipient data and deliver targeted campaign-related content. Schools are finding this to be a great way to deliver targeted prospect information that complements the general content of their institutional Web sites.

"We're very pleased that Macalester has selected Campaign Driver as their primary electronic communications vehicle," stated Doug Wofford, President & CEO of 422 Group. "Campaign Driver will enable their faculty and administrators to manage large-scale communication in a more effective, creative manner that also allows for more detailed analysis of results."

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.

####

-- more --