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## 422 Group Appoints Brian Procida as Senior CRM Consultant

August 2007—422 Group, an Atlanta-based technology and professional services company that helps colleges and universities manage relationships more effectively, announces the appointment of Brian Procida, former eBusiness Manager for Rocket IT, as Senior CRM Consultant. Mr. Procida, who is certified by Microsoft in CRM installation, configuration and customization, will manage the ongoing evolution of 422 Group lifecycle management solutions.

"Brian brings a great deal of experience in CRM development and implementation to our company," said Doug Wofford, President & CEO of 422 Group. "He will be instrumental in the adaptation of Microsoft CRM capabilities to the lifecycle management needs of colleges and universities, particularly in areas such as recruitment, retention and alumni affairs."

In previous roles, Mr. Procida has established a CRM division within an IT support company, managed enterprise CRM implementations within the insurance industry, and designed a web-based sales management system for a major trade publication. He holds a Bachelor of Science degree in Business Management and Marketing from Cornell University.

"Brian's experience with CRM business processes and his knowledge of Microsoft Dynamics CRM complement the extensive relationship management experience we have within higher education," noted Keith Beindorf, 422 Group's Vice President for Products and Services. "He will be an important member of our product team and enable us to accelerate the development of market-leading lifecycle management tools for colleges and universities."

### 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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