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Western Carolina Alumni & Development Selects Campaign Driver E-mail Management Solution from 422 Group

February 27, 2006—422 Group, an Atlanta-based technology and professional services company that helps colleges and universities manage relationships more effectively, announces that the Western Carolina University Alumni Relations team has selected 422 Group's Campaign Driver solution to manage electronic communication and data collection.

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 to extend our existing relationship with Western Carolina to include their alumni team," stated Doug Wofford, President & CEO of 422 Group. "Campaign Driver will now be the primary communication vehicle for prospective students, enrolled students and graduates."

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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