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422 Group Awarded National Science Foundation Grant Funding will support adaptive modeling within Continuum 422 CRM

November 21, 2008, Atlanta, GA—422 Group, a Microsoft Gold Certified Partner that helps colleges and universities manage relationships more effectively, has been awarded a grant by the National Science Foundation (NSF) to enhance the predictive modeling capabilities of its flagship product, Continuum 422 CRM.

The NSF grant, funded through the Small Business Innovation Research Program, will enable 422 Group to analyze interactions between prospective students and colleges as they occur, diagnose relevant changes in these interactions (in near real-time), and then modify communication strategies to increase the likelihood of achieving a desired outcome (either applying for admission or enrolling if already accepted).

“As competition for students increases dramatically over the next decade in the face of rising attendance costs, changing demographics, and a decline in high school graduates, each college’s ability to survive, much less prosper, will depend on its ability to identify, qualify, and communicate with prospective students in a more efficient, cost-effective manner”, stated Dr. Greg Perfetto, 422 Group’s Vice President for Research and Development. “That’s exactly what our Continuum 422 CRM product is designed to do, and with the support of NSF, will be able to do even better in the future.”

In awarding the grant, NSF reviewers noted that “Dr. Perfetto and his team have a deep understanding of the college admissions process, and the customer needs. They describe the customer’s pain points quite well, and why colleges will need to get better at handling the communications process with students during the crucial decision-making period.”

“This is an important step for us, both for the funding involved and for the recognition of the innovative work we are doing at 422 Group”, noted Dr. Doug Wofford, President & CEO of 422 Group. “We look forward to enhancing our Continuum 422 CRM product with the integrated modeling capabilities the grant will allow us to further develop.”

About 422 Group

422 Group LLC is a Microsoft Gold Certified Partner 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. Over the past

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twenty-seven 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.

About the National Science Foundation and the Small Business Innovation Research Program

The National Science Foundation (NSF) is an independent federal agency created by Congress in 1950 "to promote the progress of science; to advance the national health, prosperity, and welfare; to secure the national defense..." Within it, the Small Business Innovation Research (SBIR) program and its parallel Small Business Technology Transfer (STTR) program provide more than \$2 billion a year to small companies to support the development of innovative technologies and products with significant commercial potential.

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