



SalesPage Recognized by ISM as Top 15 CRM Award Recipient

SalesPage Enterprise is a leading CRM solution for Small & Medium Business

BETHESDA, MD - February 8, 2011 - SalesPage Technologies announced today that its SalesPage Enterprise CRM was selected by ISM Inc., Customer Relationship Management (CRM) and Customer Centric Business Strategic Advisors, as a Top 15 CRM Small & Medium Business Software Award for 2011. This is the ninth time that ISM has selected SalesPage to its Top 15 Award list.

"The winners of the 2011 Top 15 continue to raise the bar for the CRM community with significant advancements in both functionality and connectibility. Mobile access and Social CRM have become must-haves for sales and marketing professionals and their always-on, always-connected Digital Clients," said Barton Goldenberg, president, ISM.

SalesPage was chosen after intensive testing by the ISM Software Lab at its Bethesda, Md.-based headquarters. Each package was rated according to 209 selection criteria, including 98 business functions, 48 technical features, 36 implementation capabilities, 10 real-time criteria and 17 user-support features.

"SalesPage is to be praised for obtaining the Top 15 honor as ISM's software selection process is strenuous and comprehensive," said Goldenberg. "SalesPage is a leader in the CRM industry."

About ISM

Founded in 1985, ISM has established itself as the premiere strategic advisor to organizations planning and implementing CRM and Social CRM initiatives. Companies, non-profits and government agencies receive hands-on guidance from the most experienced CRM and Social CRM team in the world. ISM annually publishes *The Guide to Mobile and Social CRM* and Top 15 CRM and Real Time CRM software reviews. Barton Goldenberg, founder and president of ISM, is the author of *CRM in Real Time* (published

by Information Today) and *CRM Automation* (published by Prentice Hall) and is a columnist for a number of publications including *CRM Magazine*. Our list of clients includes the American Automobile Association (AAA), Amtrak, Giorgio Armani, IBM, ExxonMobil, Kraft, McGraw Hill, Nike, PepsiCo, Roche, Samsung, Sara Lee, T. Rowe Price, United Way, Xerox, and the US Department of Defense. To learn more, go to www.ismguid.com or call (301) 656-8448.

About SalesPage Technologies, LLC

Founded in 1983, SalesPage is committed to providing companies with effective CRM applications and related technical services. SalesPage collaborates with each client to plan, build and implement a tailored, browser-based CRM solution. Each client's solution starts with the award-winning SalesPage foundation, then integrates the client's own best strategies, leveraging their existing technology investments and readily adapting as the client's needs change and grow. The company's growing list of global business partners for SalesPage solutions includes Allianz Global Investors, BlackRock, Eaton Vance Management, Federated Investors, JPMorgan, Legg Mason Global Asset Management, Northern Trust and Virtus Investment Partners.