



## SalesPage CRM Software Earns ISM's Top 15 CRM Award for Fifth Consecutive Year

**MICHIGAN - April 3, 2007** - SalesPage Technologies ([www.salespage.com](http://www.salespage.com)), a leading Customer Relationship Management (CRM) software provider, announced today that its SalesPage CRM software solution won ISM's Top 15 CRM Small & Medium Business Software Award for 2007. This marks the fifth time in as many years that SalesPage has been honored with the ISM Top 15 award.

"It is an honor to be recognized, once again, by ISM for the performance of our SalesPage CRM solution," said Bob Gordon, president of SalesPage Technologies. "The continued success of SalesPage Technologies speaks to more than just our software; it is an acknowledgement of the partnerships we've developed with our valued clients. We are committed to delivering proven and relevant CRM solutions and look forward to many more opportunities like the ones that have led to this moment."

SalesPage CRM was tested along with dozens of CRM software packages from around the world by ISM at its Software Lab in Bethesda, Maryland. ISM rated the CRM software according to 217 selection criteria, including:

- 103 business functions
- 52 technical features
- 36 implementation capabilities
- 9 real time criteria
- 17 user-support features.

SalesPage CRM provides a robust and fully customizable range of functionality suited to the needs of virtually any business. SalesPage's user-friendly solutions enable companies to efficiently and cost-effectively unify and expand existing sales, marketing and

customer service operations, thus providing greater control over critical relationships with prospects, clients, partners and employees.

### **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 Federated Investors, ING Funds, JPMorgan, Deutsche Bank, Entergy, Friday Ad, Scottish and Southern Energy, Twinings, and the University of Central England.