



Northwest Mutual Funds Chooses SalesPage Financial for CRM

Northwest Mutual Funds, Inc. to use SalesPage Financial to track relationships and provide targeted services to financial advisors

KALAMAZOO, Mich. – Jan. 24, 2007 – Demonstrating its commitment to maximizing the value of its client relationships, Northwest Mutual Funds, Inc. has selected SalesPage Technologies as its new CRM partner. Tailored specifically for the financial services industry, SalesPage Financial will provide the Canadian mutual fund company with a comprehensive relationship management platform, enabling Northwest Mutual Funds to gather and leverage greater intelligence in their relationships with financial advisors.

"Understanding the individual needs of our various advisors is paramount to the success of our business," said Leslie Wood, executive vice president of Northwest Mutual Funds, Inc. "SalesPage Technologies has an extensive knowledge of our industry and SalesPage Financial helps us to further enhance our menu of investment products and our commitment to provide superior customer service."

Connecting personnel and information from Northwest Mutual Funds' Toronto, Montreal, and Vancouver offices, the SalesPage Financial solution set will allow Northwest Mutual Funds to:

- Know their clients – combining historical perspective with recent activity detail, SalesPage Financial will provide a deeper understanding of the individual needs of each advisor with whom Northwest Mutual Funds does business, facilitating more focused and personalized service.
- Identify and discover trends and opportunities – SalesPage Analytics will assist in identifying underlying trends, discovering new opportunities and performing complex analysis of specific data sets.
- Effectively leverage marketing opportunities – SalesPage Financial's sophisticated marketing tools will maximize Northwest's ability to accurately target the best audience for their messages, and deliver those messages in the most effective manner. Northwest Mutual Funds will be able to assess the effectiveness of

marketing strategies based on subsequent sales through summary views, reports and analytics.

"With SalesPage Financial, Northwest Mutual Funds can capture and track detailed information about the advisors they are working with," said Michael Pessetti, vice president of sales and marketing for SalesPage Technologies. "The added depth of information will help them measure the total cost of each relationship and identify opportunities to maximize the value of those relationships. SalesPage Financial also will allow them to tailor their marketing efforts to provide targeted products and services to their advisors."

SalesPage Financial is the most comprehensive CRM package designed specifically for investment management firms. SalesPage Financial provides tools for asset management companies, annuities providers, and insurance firms, tools that can be tailored for a broader spectrum of financial organizations.

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, Twinings, Scottish and Southern Energy and the University of Central England.

About Northwest Mutual Funds Inc.

Launched by President and C.O.O. Michael Butler in 1997, Northwest Mutual Funds Inc. currently has over \$2.5 billion (\$C) in assets under administration and is a wholly owned subsidiary of Desjardins Group, Canada's largest integrated financial cooperative group. Northwest is headquartered in Toronto with offices in Vancouver and Montreal. The Northwest Funds are distributed solely through Canadian financial advisors and stock brokers and are not available for sale in the United States.