



SalesPage CRM Wins ISM's Top 15 Award for 6th Consecutive Year

*Recognized as industry leader in CRM to
Small & Medium Businesses*

BETHESDA, MD – May 8, 2008 – SalesPage Technologies announced today that its SalesPage CRM was selected by a team of Customer Relationship Management (CRM) and Contact Center strategic advisors from ISM, Inc., to receive a Top 15 CRM Small and Medium Business Software Award for 2008. This is the sixth year in a row that ISM has selected SalesPage to its Top 15 Award list.

“The winners of the 2008 Top 15 continue to raise the bar for the CRM community with significant advancements in functionality and connectivity. Mobile access as well as Web 2.0 are of increased importance to sales and marketing professionals and their always-on, always-connected Digital Clients,” said Barton Goldenberg, president, ISM.

SalesPage CRM was chosen after intensive testing at the ISM Software Lab in Bethesda, Maryland. Each package was rated according to 217 selection criteria, including 103 business functions, 52 technical features, 36 implementation capabilities, 9 real time criteria and 17 user-support features.

“It is an honor to be recognized again by ISM, Inc. for excellence in CRM, and for the superior performance of our SalesPage CRM solution,” said Bob Gordon, president of SalesPage Technologies. “The continued success of SalesPage Technologies is due not only to our software, but to the dedication and expertise of our SalesPage team. Our long-term, collaborative partnerships with our clients are also an integral part of our ongoing success, as we ensure that our products remain on the cutting edge. As always, we look forward to helping our clients as they grow their business.”

“SalesPage Technologies is to be praised for obtaining the Top 15 Honor as ISM’s software selection proves to be strenuous and comprehensive,” says Goldenberg.

“SalesPage is a leader in the CRM industry.”

The Top 15 selections are featured in ISM's 16th edition of *The Guide to CRM Automation* and in a Top 15 CD available at www.ismguid.com.

About ISM

Founded in 1985, ISM, Inc. offers strategic advisor services to organizations planning and implementing Customer Relationship Management (CRM), Contact Center initiatives and Digital Client initiatives. ISM annually publishes *The Guide to CRM Automation* 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*. ISM private sector clients include AAA, Amtrak, Delta Faucet, ExxonMobil, IBM, Lucent Technologies, McGraw-Hill, Nike, NYSE, PepsiCo, Roche, T. Rowe Price, United Way and Xerox; ISM's government clients include the Department of Defense and the US Postal Service.

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.