



News Release

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Castle CRM Joins BlackBerry Alliance Program

New York, NY, February 19, 2009 -- Castle CRM (www.acastle.com), a leader in CRM consulting services for companies seeking new business strategy and workflow automation, announces that it has joined the BlackBerry Alliance Program.

Castle CRM offers Mobile Services for Sage SalesLogix Customers. Their "Quick Start" solution allows their clients to "*get up and running*" quickly and optimize resources, improve responsiveness and increase customer satisfaction.

Working with Castle CRM and Research in Motion (RIM), mobility solutions can be crafted to individual requirements, whether an off-the-shelf solution or custom application addresses the need.

Improved access to CRM data for sales force and field service applications can:

- Boost productivity through workflow, enhanced collaboration and better communication
- Improve ROI with decreased operating costs, increased revenue opportunities and better data accuracy and timeliness
- Increase customer satisfaction by responding to requests promptly, processing orders on the spot, and providing informed decision making quickly
- Accelerate responsiveness with access to immediate information and dynamic business intelligence
- Increase adoption of existing technologies by extending them to the field through mobility solutions

"Our strategic partnership with RIM provides our customers with world class software, integration and business solutions. We are very excited to be part of the BlackBerry Alliance Program," said Anthony Castle, CEO of Castle CRM.

"We know what it takes to deliver leading edge business solutions and superior customer service to help our clients succeed." said Bill Zarbock, president of Castle CRM. "We continually strive to bring knowledge and new ideas to our customers. In partnership, we deliver inventive solutions to enhance their competitive advantage", said Bill.

About Castle CRM

Castle CRM (www.acastle.com), located at 44 Wall Street in New York City, provides consulting services and develops software solutions that help businesses achieve better results through workflow automation and process simplification around their customers. Castle CRM is a SalesLogix Premier Business Partner. For more information on Castle CRM contact information@acastle.com

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