News Release

FOR RELEASE SEPTEMBER 29, 2009

Castle CRM Announces CRM Cloud Computing Initiatives

NEW YORK, NY-- 09/29/09 – Castle CRM, announced that it is piloting a cloud computing edition of the Sage SalesLogix CRM suite for availability in early 2010. William Zarbock, President of Castle CRM, demonstrated Sage SalesLogix in the cloud at the Castle CRM Client Council Annual End-User Forum hosted at Cippriani Wall Street, NY on September 10, 2009. Clients shared their CRM implementation experiences and Castle CRM showed ways to drive sales effectiveness with CRM business solutions.

"Our business expertise coupled with the next wave of Cloud Computing will benefit customers by providing a highly distributed and flexible deployment model that shifts control of the service to our customers. Our customers will be able to better tailor their CRM experience in a way that optimally suits their business", said Zarbock.

Tony Castle, CEO, Castle CRM, reported that the company will offer businesses a full-featured, single-tenant cloud edition of Sage SalesLogix using Amazon's EC2 (Elastic Compute Cloud) of multi-tenant SaaS offerings; or use industry- specific versions. Castle CRM is embracing changes through the provision of high-value services to meet customers' CRM needs including:

- Traditional on-premises and Cloud hosting
- Enhanced support capabilities
- Instructor-led online training programs
- Regular product upgrades (customer-schedule driven)
- Application enhancement allowance
- Traditional and subscription-based pricing
- Favorable terms to provide low barriers for entry and exit

Gartner estimates the current market for cloud services at $46.4 billion, and forecasts $150.1 billion by 2013, representing a 26.5% compound annual growth rate. (Gartner, "Forecast: Sizing the Cloud; Understanding the Opportunities in Cloud Services" March 2009)

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 superior results through workflow automation and process simplification for their customers. Castle CRM is a SalesLogix Premier Business Partner. For more information on Castle CRM contact information@acastle.com

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