



PRESS RELEASE

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Drive sales and grow assets with MARS for the BlackBerry® wireless solution – Free Webinar

San Francisco, CA. – February 2, 2009 – SalesFocus Solutions, the market leader for strategic asset management, CRM, sales reporting, business analytics and compliance management solutions for the financial services industry unveiled its new MARS for the BlackBerry® wireless solution today.

Anil Peggerla, Vice President and Chief Technology Officer, stated, “The new MARS for the BlackBerry® wireless solution combines state-of-the-art technology improvements with the sophisticated MARS asset management and sales tracking capabilities to provide firms with a competitive advantage to bring in new business.”

MARS is used by mutual fund companies, insurance companies, banks and REITS and provides firms with a deep understanding of asset flows and sales performance. MARS provides detailed information on sales and assets by firms, offices, reps, territories, distribution channels, products and asset classes to identify new sales and cross-selling opportunities. With MARS firms can track asset movements, identify new business opportunities and identify areas of business risk.

MARS for the BlackBerry® wireless solution provides access to real-time mission critical data on BlackBerry® wireless devices and goes far beyond typical CRM handheld solutions because MARS is specifically tailored for the needs of asset management firms and includes CRM capabilities, activity tracking, sales and asset reporting for multiple products (e.g. mutual funds, annuities, managed accounts, etc) as well as sales reporting for wholesalers, account managers and remote staff to increase territory penetration and facilitate new business development. MARS for the BlackBerry® wireless solution also comes complete with GPS and mapping capabilities.

To showcase the powerful capabilities of the new MARS for the BlackBerry® wireless solution SalesFocus Solutions is hosting a free webinar on Thursday, February 5 at 1:00 PM EST (10:00 AM PST). To sign-up for the free webinar or learn more about how MARS can assist your firm please call us at 415-485-4523 or visit our website at www.marssalessolutions.com.

About SalesFocus Solutions

SalesFocus Solutions’ is the premier provider of the MARS product suite which helps firms to drive sales and grow assets and includes CRM, sales reporting, asset management, business analytics, data management and compliance monitoring for mutual fund firms, insurance companies, banks and REITS.

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