

FOR IMMEDIATE RELEASE

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**SALENTICA EARNS
“CERTIFIED FOR MICROSOFT DYNAMICS” DISTINCTION FOR SALENTICA
ADVISOR DESK FOR WEALTH MANAGERS**

NEW YORK, NEW YORK — APRIL 26, 2010

Salentica announced today that its Salentica Advisor Desk solution designed for investment advisors, wealth managers and family offices, is now Certified for Microsoft Dynamics, which signifies that the solution has met Microsoft Corp.’s highest standard for partner-developed software. By successfully meeting all certification requirements, Salentica Advisor Desk can now carry the distinct Certified for Microsoft Dynamics logo.

Solutions that are Certified for Microsoft Dynamics have demonstrated development quality and compatibility with the Microsoft Dynamics product on which they run by passing rigorous software testing for Microsoft Dynamics performed by VeriTest (a service of Lionbridge). Customers can use the Certified for Microsoft Dynamics designation to identify Microsoft Dynamics solutions that have been tested for compatibility, meet high quality standards, and are successfully used by existing customers. This certification represents a significant step in elevating the standard for partner-developed software solutions for industry-specific business applications.

“In an ever-changing economic environment, organizations need to be equipped with the best CRM solution to help them succeed,” said Brad Wilson, general manager, Microsoft Dynamics CRM. “By passing this rigorous testing and attaining all of the necessary milestones for the CFMD logo, Salentica is prepared to offer our customers a CRM solution to help them compete in their market.

Salentica’s CRM solution for wealth management firms delivers a single and complete view of client information, enabling wealth management and other financial services firms to closely track relationships, market more effectively, strengthen oversight and compliance, and drive efficiency throughout their operations. Salentica offers easy access to Know Your Client data including personal information, portfolio and account data, and key relationships around

clients. Salentica Client Book provides a comprehensive client statement reporting and aggregation solution that is fully integrated with the Microsoft CRM and SharePoint, enabling clients to take full advantage of the configuration and workflow capabilities of these solutions.

Specializing in client management and technology solutions for the wealth management market, Salentica offers a range of complementary services such as technology advisory, best practices configuration, comprehensive support, custom development, dashboard and data analysis, back office integration and hosted or on-premise options.

“Salentica has always focused on bringing exceptional value to wealth management firms. Achieving the Certified for Microsoft Dynamics is consistent with our commitment to achieve the highest standard in software excellence that helps drive performance for our clients,” said Bill Rourke, president, Salentica.

About Salentica

Salentica was formed in 1997 by a group of seasoned technology and financial industry experts who recognized the need for a vertically focused customer relationship management (CRM) solution. With over 20 years of experience in delivering technology for financial services, Salentica has more than 65 clients worldwide, including leading financial institutions, medium-sized wealth managers and family offices. www.salentica.com

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