

MEDIA ALERT

DYNLINK SHOWS HOW TO CAPTURE BUSINESS WITH DYNAMICS CRM AND SALESCENTRIC RELATIONSHIP CHARTS AT MICROSOFT SUMMIT

February 8, 2008 - The complex world of government contracting needs solutions for customer relationship and proposal management. At Microsoft's Government Contractor Summit on February 8th, DynLink will demonstrate the business benefits of their Proposal Automation Software integrated with customer and prospect information stored in Microsoft's Dynamics™ CRM platform, enhanced with SalesCentric Relationship Charts for visualization and management of business-critical relationship information.

"DynLink has chosen SalesCentric's Relationship Charts as an integral component in our Dynamics CRM-based solution for government contractors and agencies. The visual and intuitive interface not only helps set DynLink apart from the competition, but also delivers value to users and owners of CRM systems" says Rajev Bricksin, Vice President at DynLink.

SalesCentric Relationship Charts is a uniquely powerful application for Microsoft Dynamics CRM that increases user adoption and improves productivity by letting users understand customer relationships at a quick glance and manage them with simple mouse movements.

"We are proud to be DynLink's choice as they continue to lead the way with quality solutions to companies and organizations in the public sector", adds Eivind Sandstrand, VP of Product Marketing at SalesCentric. "DynLink's energy and proven expertise with CRM solutions is a perfect partnership for SalesCentric and Relationship Charts."

About SalesCentric

Established in 2003, SalesCentric develops and markets add-on software to visually enhance Microsoft Dynamics CRM, sold globally via Microsoft channel partners. With facilities in the US and the UK, SalesCentric products help drive CRM usage, increase sales performance and improve marketing effectiveness. SalesCentric is a Microsoft certified ISV partner. For more information, call (212) 939-7500, email info@salescentric.com or visit www.salescentric.com.

About DynLink

Based in Arlington, Virginia, DynLink is a woman-owned Microsoft Gold Certified Partner and a recognized Dynamics GP and CRM leader. DynLink is one of only six firms across the nation tapped by Microsoft to serve in the Government Contractor Solution Circle, an expert group formed to bring better solutions to market. For more information, visit www.dynlinkinc.com, call (703) 243-2400 or email gwalden@dynlinkinc.com.

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