

TECTURA TAKES CRM AND RELATIONSHIP CHARTS TO GLOBAL CUSTOMER BASE

March 7, 2008 – Tectura Corporation, a world-wide leading provider of Microsoft Dynamics solutions has chosen to partner with SalesCentric in offering Relationship Charts to their mid-market companies and large enterprise division CRM customers.

Relationship Charts is a unique add-on to Microsoft Dynamics CRM that drives the adoption of this software by allowing account managers to easily view the relationships within a prospect's organization, including vendors and suppliers. This insight enables sales professionals to take action before the deal has passed. Relationship Charts seamlessly integrates with Microsoft Dynamics CRM, meaning users already familiar with the CRM package will require minimal training to begin creating and managing business-critical customer relationship information, vital to sales and marketing.

John McKeague, Microsoft Dynamics CRM Practice Lead at Tectura, comments: "Forming and developing strong relationships is key to sales people, Relationship Charts supports this by allowing them to store valuable information on their contacts and accounts such as their personalities and personal relationships. Relationship Charts delivers unique CRM value to an important user group, which results in a better solution and an better investment return for the customer."

"Its flexibility and thoroughness provides users with a clearer understanding of their clients and prospects when communicating with them, which is critical in business. We believe the product has great potential," continues McKeague.

Eivind Sandstrand, VP of Product marketing at SalesCentric adds, "Tectura is a well-respected global reseller. We are excited about working with the team and feel its customers will benefit from the increased usability Relationship Charts provides Microsoft Dynamics users."

For more information on Relationship Charts, please call SalesCentric at +1 (212) 939-7500, email info@salescentric.com or visit www.salescentric.com. Alternatively contact Tectura on +1 650 585 5500, or visit www.tectura.com.

-ends-

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, visit www.salescentric.com

About Tectura

Tectura is a leading Microsoft Dynamics™ partner and global services company providing Microsoftbased ERP, CRM, and technology solutions to mid-market companies, larger enterprises and their divisions. Tectura delivers exceptional and sustained value by providing software, consulting, and IT implementation services to clients in the distribution, manufacturing, healthcare, and service-based industries. Through these services, Tectura has delivered business process improvements, greater efficiency, and a clear competitive edge to more than 5,000 clients. Clients benefit from unmatched experience and a solid commitment from more than 1,850 dedicated Tectura employees in 60 offices throughout the Americas, Europe, the Middle East, and Asia Pacific. A Microsoft Gold Certified Partner, Tectura has been recognized by Microsoft for its outstanding customer service with such awards as Microsoft Business Solutions Inner Circle Partner, Pioneer of the Year, Partner of the Year (multiple regions), Global Partner of the Year, Fastest Growing Partner of the Year, Excellence in Customer Care, and the Customer Loyalty Award. Learn more at: www.tectura.com

FOR MORE INFORMATION CONTACT

For Tectura: John McKeague, Microsoft Dynamics CRM Practice Lead

Email: john.mckeague@tectura.com

Tel: +1 (630) 955-2128

For SalesCentric: Eivind Sandstrand

Email: esandstrand@salescentric.com

Tel: +1 (212) 939-7500