



**FOR IMMEDIATE RELEASE**

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***Endeavor Commerce Adds Infinity Info Systems as a Premiere Partner***

***Infinity to offer SmartCatalog Solutions to their Sage CRM and Microsoft CRM Clients***

DALLAS, TX – March 20, 2006 – Endeavor Commerce has announced its alliance with Infinity Info Systems as a Premier Partner. [Infinity Info Systems](#), a premier provider of CRM solutions, will recommend and implement SmartCatalog™ as part of their diverse CRM offerings. By facilitating complex quoting and ordering operations for its client base, Endeavor helps Infinity to further differentiate itself in the market place.

Simplifying the quote-to-order process to ensure real-time quotes and perfect orders, SmartCatalog is a sales configuration and eSelling system that tightly integrates with leading CRM and eCommerce solutions. Since 2000, leading manufacturing, technology and telecommunications companies have deployed a SmartCatalog to drive revenues and profits by making the complex sale simple™. The new agreement between the two companies will allow Infinity to integrate SmartCatalog into both its Microsoft and Sage CRM solutions.

“By adding SmartCatalog to our solution base, we will be able to further streamline the quoting and ordering processes for Infinity clients,” said Yacov Wrocherinsky, Founder and CEO of Infinity Info Systems. “Our new relationship with Endeavor Commerce enhances Infinity’s position as the top provider of Microsoft and Sage CRM solutions in North America.”

“We are excited about adding Infinity Info Systems, the leading CRM consultants, to our partner channel,” said Sean Myers, CEO of Endeavor Commerce. “Through frequent contact over the past few years, we realized that both of our companies’ cultures and philosophies are centered around the same thing, our customers’ ability to increase revenues, profits and customer satisfaction. Teaming up with Infinity will help us further this mission by concentrating on what each of us does best. I am confident that it will contribute greatly to the growth and ongoing success of both companies.”

To learn more about Endeavor Commerce and the SmartCatalog solutions, please visit [www.smartcatalog.com](http://www.smartcatalog.com).

**About Endeavor Commerce, Inc.**

Endeavor Commerce makes the complex sale simple. Endeavor is a leading provider of quote-to-order solutions for mid-size enterprises and divisions of Fortune 500 corporations. Endeavor’s SmartCatalog automates the quote, proposal and order process of complex products and services by combining sales configuration and eSelling with a CRM and eCommerce strategy. SmartCatalog is the only sales configuration and eSelling solution certified by Sage Software and Microsoft for their market-leading platforms.

**About Infinity Info Systems**

Founded in 1987 and headquartered in New York City, Infinity Info Systems is dedicated to perfecting customer relationship systems for each client to help increase productivity and profit margins. Infinity provides comprehensive CRM solutions and consulting services, assisting clients

through training, implementation and constant software improvements. Infinity has trained more than 110,000 professionals and successfully implemented more than 3,500 CRM systems in the financial, publishing, life sciences and business services industries around the world. Visit [www.infinityinfo.com](http://www.infinityinfo.com) or call (800) 354-4228 to learn more about Infinity Info Systems.