



FOR IMMEDIATE RELEASE

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**David Reeder Named Endeavor Commerce's
Vice President of Sales and Marketing**

DALLAS, TX – October 4, 2006 – Endeavor Commerce, publishers of SmartCatalog™, the market leading guided selling and configuration solution for CRM and eCommerce, announced today the appointment of David Reeder to the position of Vice President of Sales and Marketing.

As Endeavor's Sales and Marketing leader, he will be responsible for developing and implementing scaling strategies that will complement the next growth phase of the company. Reeder's primary goal is to increase relationships with companies interested in improving their quote-to-order processes to improve top and bottom line results. Reeder also will develop and maintain relationships with key business partners: Microsoft, Sage Software, Accenture and Avanade.

Reeder worked at Endeavor Commerce for two years prior to leaving in 2004 for an opportunity at Software Spectrum (now Insight: <http://www.insight.com>). His responsibilities included developing and implementing go-to-market strategies with partners like Microsoft and IBM and he was promoted to Director of Business Development for the multi billion dollar corporation.

"We are thrilled that David has rejoined our team," said Endeavor Commerce's CEO, Sean Myers. "He comes at an exciting time and we know he will be a key contributor to our continued growth and success. David brings with him significant industry experience and leadership expertise that we will benefit from."

SmartCatalog enables companies to increase revenues and profits by making the quote-to-order entry process fast, easy and 100% accurate. It is an ideal solution for companies that sell complex products and services. Whether the need is to add a **Guided Selling** tool for fast, professional quotes and proposals, a **Sales Configurator** to ensure 100% accuracy or an **eSelling** solution to process all quotes and orders across all sales channels, there is an integrated SmartCatalog solution available today.

"Endeavor Commerce is an emerging company with a proven record of customer success," said Reeder. "The deployment of SmartCatalog in a business has tremendous ROI impact. I am excited for the opportunity to contribute to the growth of Endeavor Commerce and the success of our clients."

About Endeavor Commerce, Inc.

Endeavor Commerce *makes the complex sale simple*™. Endeavor is the leading provider of quote-to-order solutions for mid-size enterprises and divisions of Fortune 500 corporations. Endeavor's SmartCatalog™ helps companies increase revenues, profits and customer satisfaction ratings by making the quote, proposal and order entry process fast, easy and 100% accurate. Visit Endeavor Commerce at www.smartcatalog.com.

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