



FOR IMMEDIATE RELEASE

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Opplysningen Selects SmartCatalog

Norway's leading purveyor of personal and business information selects SmartCatalog™ to improve quote-to-order process

DALLAS, TX – December 6, 2006 – Endeavor Commerce, publishers of SmartCatalog™, a best of breed guided selling and configuration solution for CRM and eCommerce, announced today its SmartCatalog solution has been selected by Norway-based Opplysningen, strengthening Endeavor Commerce's European presence.

As Norway's leading purveyor of personal and business information, Opplysningen maintains an up-to-date database with millions of entries. Opplysningen's 55-person sales force, which sells ad space, needed to produce accurate quotes instantly, where the pricing is dynamically configured based on numerous variables. The result is more than 16 million possible combinations that determine price. Needing an extensible configuration solution that integrated with Microsoft's Dynamics CRM, in addition to 100% accurate quotes, more control over the variables that determine price and a streamlined work flow that extends from sales to accounting, Opplysningen's sales controller, Martin Vattoy turned to the best-of-breed configurator, SmartCatalog. "With the SmartCatalog solution, we will be able to produce accurate quotes using the most current data while we are with our customers," said Martin. "This will improve customer satisfaction tremendously and consequently increase profits."

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.

"SmartCatalog is a perfect fit for Opplysningen," said David Reeder, Endeavor Commerce's Sales and Marketing VP. "Following our rapid deployment implementation methodology, they will begin to see results in 90 days." Opplysningen plans to scale the solution to an on-line quoting process, further improving service to customers.

About Endeavor Commerce, Inc.

SmartCatalog™ by Endeavor Commerce is *making the complex sale simple™*. SmartCatalog™ is a best-of-breed sales configuration solution that is extensible to any commerce channel. SmartCatalog helps manufacturing, distribution, retail and service companies around the world increase revenues, profits and customer satisfaction by making the quote, proposal, order and post-sales process fast, easy and 100% accurate. Visit Endeavor Commerce at www.smartcatalog.com.

About Opplysningen

Opplysningen is Norway's leading communicator of personal and business information. At the core of our operations is the Opplysningen database with millions of entries. Names, addresses, telephone numbers and company information are available for all communication channels. For more information, please visit www.opplysningen.net.

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