

Ascendix Technologies Announces the Release of Real Estate Advantage™

THE Commercial Real Estate Solution for Microsoft CRM

Dallas, Texas (December 14th, 2006) – Ascendix Technologies, in accordance with their vertical strategy, has announced the release of Real Estate Advantage™, targeted at those companies that are in the business of buying, selling, servicing or investing in commercial real estate. Real Estate Advantage™, awarded Microsoft's certification for the Microsoft® Dynamics™ platform, is a specialized CRM solution helping commercial (office, retail and industrial) real estate companies manage assets, leases, tenants, vendors and prospects in marketing, service, sales and support functions. More effectively managing these complex business relationships helps real estate companies reach their business objectives of becoming more productive, efficient and profitable.

Built on the Microsoft® Dynamics™ CRM 3.0 platform, Real Estate Advantage leverages the tools your organization already uses, such as Microsoft Outlook, Excel, Word, MapPoint and SharePoint, increasing the intuitiveness and adoption rates that so often plague CRM implementations. In addition, the Microsoft® Dynamics™ CRM 3.0 platform maximizes the investment you have already made in infrastructure using tools such as Microsoft Exchange, Microsoft® SQL Server, Active Directories and .Net frameworks.

"Selecting Microsoft® Dynamics™ CRM 3.0 as the platform for Real Estate Advantage™ seemed like a natural fit for this vertical offering, considering the abundant usage of the tools like Outlook and Excel already in use at many, if not all, of the target firms. We simply did not want to force anyone to change to a whole new set of tools, but rather to augment that which they already have. With ten years of CRM implementation experience, laser-like focus on commercial real estate and the robust partnership with Microsoft®, we have created a value proposition that simply does not exist in the marketplace today," stated Wes Snow, President and CEO of Ascendix Technologies, Inc.

"Our partnership with Ascendix exemplifies the Microsoft® vision we are bringing to fruition of 'Integrated Innovation,' leveraging Microsoft Dynamics™ CRM 3.0," stated Darlene Perfetto, Director Dynamics ISV Business Development, Microsoft Corporation. "With the inclusion of dynamic Web services, tight integration with Microsoft Office and the Microsoft development environment (Microsoft Visual Studio® 2005), Microsoft® CRM 3.0 was an obvious choice for Ascendix to use as a platform to bring its Real Estate Advantage™ solution to market in a limited amount of time. Microsoft® CRM 3.0 is the obvious choice for ISVs to build industry leading vertical customer relationship management (CRM) solutions."

Ascendix will be unveiling the Real Estate Advantage™ solution through a series of regional product launch events, with locations tentatively set for Dallas, Irvine, Las Vegas, Chicago, New York and Boston. The first launch event is slated for February 6th in Dallas, Texas at the Microsoft offices in Las Colinas.

About Ascendix Technologies – Ascendix Technologies, Inc., a Microsoft® Certified Gold Partner, is a privately held corporation located in Dallas, TX. Founded in 1996 by Todd Terry

and Wes Snow, the company is celebrating its 10th year in business focused solely on the implementation of CRM systems for companies in both the mid and enterprise market space. In 2003, Ascendix turned to a vertical strategy, quickly carving out a niche in the alternative investment products, financial services and commercial real estate industries. For more information, please visit Ascendix on the web at www.ascendix.com or contact them at 1-888-Find-CRM.

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