

Ascendix Technologies Announces the Release of Sponsor Advantage™ v2.1

THE Asset Manager, Product Sponsor and Distributor Solution for Sage SalesLogix

Dallas, Texas (February 5, 2007) – Ascendix Technologies has announced the release of Sponsor Advantage™ v2.1, targeted at asset managers, financial product sponsors and distributors who use inside and outside wholesalers to market and sell their products to broker / dealers and financial planners. Sponsor Advantage™ is a specialized CRM solution designed to help asset managers, product sponsors and distributors address the most critical needs for effective and efficient operations, sales, marketing, support and service.

Sponsor Advantage is built on Sage SalesLogix 7.0, which has held a leadership position in the CRM space for over ten years; Sage SalesLogix 7.0 is known for its intuitiveness, ease of use and expansive feature set. These benefits are inherited by Sponsor Advantage, and contribute to its high adoption rates. With tight integration to commonly used tools such as Microsoft Word, Excel and Outlook, Sponsor Advantage has a familiarity that promotes deep adoption early on. Included in the Sponsor Advantage feature set are selling agreement tracking, broker/dealer and rep management, ticket tracking (by rep, broker/dealer and regional planning office), rep certifications and remote literature fulfillment facilities. The system also helps meet the complex NASD and Sarbanes-Oxley compliance requirements by ensuring marketing and communication are standardized and properly tracked, as well as preventing unauthorized communications with clients who do not have the appropriate selling agreements in place.

Mobile solutions have transitioned from being a luxury to a requirement for systems to truly meet the needs of the industry. Within a single development environment, Sponsor Advantage can be deployed on both the BlackBerry and Windows Mobile platforms, to maximize the productivity of road warriors like external wholesalers. Unequaled in its extensibility, the mobile offering provides a feature set that places real intelligence in the palm of the remote user.

“The maturity of the Sage SalesLogix platform and the recent acquisition of Corum Mobile to expand their mobility offerings has made the Sponsor Advantage solution a market leader for the financial services marketplace,” stated Wes Snow, CEO and President of Ascendix Technologies, Inc.

Ascendix will be holding a user conference focused on the Sponsor Advantage™ solution in Irvine, CA on the March 15-16, 2007. Discussions will include industry trends and how each firm is leveraging their technology investment as a whole.

About Ascendix Technologies – Ascendix Technologies, Inc., a Sage SalesLogix Certified Top 10 Business 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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