



FOR IMMEDIATE RELEASE

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SmartCatalog™ by Endeavor Commerce at Microsoft Convergence 2007 *Endeavor Commerce to showcase SmartCatalog™ 6.0 and its integral value to Microsoft Dynamics CRM and Microsoft Commerce Server customers*

DALLAS, TX – March 7, 2007 – Endeavor Commerce, publishers of SmartCatalog™, a best of breed guided selling and configuration solution for Microsoft Dynamics CRM and MS Commerce Server, announced today their participation at Microsoft Convergence 2007, March 11-14 San Diego, CA.

Endeavor Commerce, a Certified Microsoft ISV Partner, will be in booth 1117. They will present the latest major release of SmartCatalog Version 6.0 for Microsoft Dynamics CRM V3.0 and Microsoft Commerce Server 2007. Visitors to the booth will see how their company can not only derive ROI by accurately enforcing product, pricing and fulfillment rules at the point of sale, visitors will also learn how SmartCatalog™ can provide a world class customer experience leading to customer loyalty.

Endeavor Commerce, in celebration of college basketball championship known as March Madness, will be conducting a drawing for one certified authentic Michael Jordan autographed jersey. Convergence 2007 attendees can register for the drawing at the booth. The jersey will be awarded March 13, at the show.

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, the SmartCatalog solution is proven and available today.

"We are very pleased to be a part of the Convergence exhibition. In particular, we look forward to demonstrating how SmartCatalog can greatly benefit the customer experience and in essence make it easier for customers to do business with those companies whom deploy SmartCatalog", said David Reeder, VP of Sales and Marketing. "I'm equally excited to present the winner of our March Madness drawing with the autographed Michael Jordan jersey."

About Endeavor Commerce, Inc.

SmartCatalog™ by Endeavor Commerce is making the complex sale simple™. SmartCatalog™ is a best-of-breed guided selling and sales configuration solution for CRM and eCommerce. SmartCatalog helps manufacturing, distribution, retail and service companies around the world increase revenue, profit and customer loyalty by empowering their sale channels with right business intelligence at the point of sale. Visit Endeavor Commerce at www.smartcatalog.com. Visit Endeavor Commerce at www.smartcatalog.com.

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