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Endeavor Commerce to unveil SmartCatalog for CRM 6.1 at Microsoft Worldwide Partner Conference

SmartCatalog for CRM 6.1 offers significant usability enhancements, making the complex sale simple for CRM users.

Dallas, TX -- July 6, 2007 -- Endeavor Commerce, publishers of SmartCatalog™, the only best of breed guided selling and configuration solution VeriTest certified for both Microsoft Dynamics CRM and Microsoft Commerce Server, announced today it will unveil version 6.1 of its SmartCatalog for CRM application making it even easier for companies to automate their complex product, selling and order management processes within CRM.

Continued company momentum reflects growing demand for the SmartCatalog solution. For the 1st half of 2007 overall revenue grew more than 90%. As with previous releases of the SmartCatalog solution, Release 6.1 reflects the company's ongoing efforts to support emerging customer and market-driven demands.

"We listen to our customers and incorporate their needs into SmartCatalog enhancements," said Sean Myers, CEO for Endeavor Commerce. "It is tremendously satisfying to see our customers report increased revenue and reduced cost of sales by improving their quoting operations with our solution. SmartCatalog is clearly a powerful solution for customers and a differential value for our business partners."

SmartCatalog 6.1 offers an entirely new end-user application containing many new features that make the solution more flexible, scalable and easier to use for both on-line and off-line users. SmartCatalog's new end-user application is architected using the ASP .Net 2.0 Framework. Release 6.1 fully utilizes server-side processing to significantly increase load time and scalability. Lastly, SmartCatalog provided a robust API with web-service enablement to allow SmartCatalog to easily utilize disparaged data during the quoting and ordering process.

In addition to the significant platform improvements, SmartCatalog 6.1 provides a contemporary user interface based on proven usability standards, utilizing an Outlook style of navigation making use of SmartCatalog seamless with the Microsoft Office applications. Also included are new AJAX driven sales messaging offering timely product and sales cues, tips and even incentives. The new sales messaging guides on-line and off-line CRM users through the quoting process offering rules-based alerts. This enhancement greatly empowers users to take advantage of cross-sell and up-sell opportunities.

"We're excited to take our next generation platform to market. These enhancements give Endeavor Commerce the agility to add valuable enhancements in the future," said to Jamie Riell, Director of Product Development for Endeavor. "It also significantly shortens the click to sale or click to quote for the user".

SmartCatalog™ enables enterprises to increase revenue, decrease cost, and increase customer satisfaction by enabling intelligence at the point of sale. SmartCatalog™ delivers sales configuration to make the quote-to-order process fast, easy and 100% accurate for your sales channel. And SmartCatalog™ deploys guided selling and product/service pricing, bundling and cross-sell/up-sell rules to the web ensuring an intuitive on-line buying experience for your customers and partners.

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 **intelligence and guidance** at the point of sale™. Visit Endeavor Commerce at www.smartcatalog.com.

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