COBALT

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Cobalt Platform Selected by REALTOR® Association Management System Cooperative

Alexandria, VA- April 28, 2010- The REALTOR® Association Management System Cooperative (RAMCO) project team announced the selection of Cobalt as the platform for their new Association Management System at the AE Institute on April 19, 2010.

The mission of the REALTOR® Association Membership Cooperative is to work cooperatively with all REALTOR® associations and their multiple listing services that choose to participate to create, provide support for and manage a comprehensive membership data solution that fulfills the changing needs of the REALTOR® organization, allows flexibility for the diverse management requirements of its members, and reduces ongoing membership system and development costs.

As a work group of the National Association of REALTORS® (NAR), the RAMCO project team includes local and state association executives, technology directors and NAR professional staff. Over the past year, the RAMCO Team has identified 183 features and functions for the new system. Of the association management systems (AMS) considered, Cobalt's base product had the most features and functionality desired. "Cobalt is pleased to partner with the National Association of REALTORS. We look forward to providing associations with the tools they need to better manage their membership records," said John Baker, Cobalt's Vice President of Business Development.

Cobalt's Association Management Suite-Real Estate Solution will serve as the platform for the RAMCO AMS, building upon this foundation to transform real estate association management. The RAMCO AMS will use Microsoft Dynamics CRM 5.0 to create an internet-based enterprise solution . The RAMCO AMS is anticipated to launch in early 2011 and will serve up to 1,600 REALTOR® associations and multiple listing services in the US who choose to become part of the cooperative.

Once the product is launched in 2011, all real estate association sales will be handled through RAMCO. Cobalt will continue to serve the general association, certification and accreditation markets.

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About Cobalt

Cobalt is a software development firm that specializes in working with member-based and certification organizations. Founded in 1996, Cobalt helps clients drive revenue, increase internal efficiency, and offer value-added services to their customers through our CRM-based data management products as well as personalized, database-driven web sites, systems integration, and content management solutions. To learn more about Cobalt please visit www.cobalt.net.