



CWR Mobility Leaders Named Among Most Influential People in Microsoft Dynamics in DynamicsWorld Top 100

Rankings indicate increasing importance of Mobility in Microsoft Dynamics market

REDMOND, Washington—May 15, 2012—CWR Mobility, the leading provider of mobility solutions for Microsoft Dynamics® CRM, today announced that Mark Corley, CEO, and Erik van Hoof, Co-Founder, were named to the DynamicsWorld Top 100 list of Most Influential People in Microsoft Dynamics 2012. Corley ranked 11th, advancing 9 spots in the overall list, and ranked 6th in the North America Geographical Top 10. Van Hoof was listed 33rd, moving up 6 spots over the 2011 rankings.

Narrowed down from 1,000 nominees, the final list of 100 received over 200,000 votes to determine the final order. The list assesses each person's sphere of influence in the Microsoft Dynamics space taking into consideration a number of criteria like years of industry experience, solution development and industry speaking/writing engagements.

"It's an honor to be included in the DynamicsWorld list again this year," stated Mark Corley, CEO of CWR Mobility, the global Microsoft Partner of the Year for Mobility in 2011 and 2010. "This recognition reinforces the growing importance of Mobility as well as our achievements in bringing to market leading edge mobile solutions for Microsoft Dynamics CRM."

In February 2012, CWR Mobility announced a major partnership with Microsoft to provide Microsoft Dynamics CRM customers with an offering that includes CWR Mobility's leading edge mobile solutions. The Q2 2012 service update release of Microsoft Dynamics CRM will feature Microsoft Dynamics CRM Mobile, a new mobility solution from Microsoft that brings together the strengths of both companies to deliver incredible mobile CRM value to a broad range of customers.

About CWR Mobility

Our mission at CWR Mobility is to help organizations gain The Power of Close® -- the power to get closer to customers and stay there, increase customer satisfaction and loyalty while reducing the costs of customer interaction, and create a more agile and effective customer-facing organization. By offering

the most advanced, multi-platform mobile CRM solutions -- based on the Microsoft Dynamics CRM platform – CWR Mobility continues to set the mobility standard for the entire CRM industry. CWR Mobility and its partners uniquely empower customers to drive business results through rapidly deployed mobile applications.

The Power of Close is a registered trademark of CWR Mobility BV. Microsoft and Microsoft Dynamics are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Other trademarks mentioned in this press release may be held by their respective owners and/or their suppliers.

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