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**ADVISORS REDUCE TIME SPENT ON FORM FILLING WITH LASER APP
INTEGRATION**

*Integration Allows Salentica CRM Clients to See Immediate Efficiencies in Custodian
Account Form Generation*

TORONTO, March 26, 2013 — Salentica Inc., a market leader in providing innovative Client Relationship Management (CRM) and Client Reporting technology solutions for the wealth management industry, announced today the general availability of its integration with Laser App within its CRM software.

Laser App is an industry leading form filling software solution providing users with an extensive library of custodian application forms. Salentica's integration framework built to push data from Salentica CRM to Laser App provides users with a streamlined approach to automatically populate account documents, reduce manual entry and increase efficiencies while reducing errors. Centralizing key client data in Salentica CRM provides the single source of truth that users can rely on to complete their client account forms accurately.

"Many of our advisors have been asking for this integration for a long time." Said Robert Powell, Vice President of Sales & Marketing at Laser App. "We're excited to deliver the 'push button' integration our mutual customers want to conduct business efficiently."

"Our roadmap for product development includes collaborating with market leaders like LaserApp in order to provide a robust integrated desktop for our clients," says Bill Rourke, President & Founder of Salentica. "Salentica's approach for an integrated desktop includes integrations like Laser App but also other leading technology providers such as our integration with Schwab Intelligent Technologies OpenView Gateway™, with Envestnet | Tamarac's Advisor Rebalancing solution (expected for release in Q2, 2013) and we have our sights set on integrating with TD Ameritrade by the end of the year. Deep, relevant client information with a focus on ease of use is the focal point for our clients."

About Salentica Inc.

Salentica is a market leader in providing innovative integrated Client Relationship Management (CRM) and Client Reporting technology solutions for wealth managers, and has a successful track record of over 25 years in developing and implementing financial software. Built on the Microsoft® Dynamics CRM foundation, Salentica solutions seamlessly integrate with various portfolio systems providing clients with a full range of benefits offered by the powerful combination of Salentica's vertical focus on the wealth

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management and features- and functionality- rich Microsoft platform. Salentica's world-class clients include Family Offices, Investment Advisors, Private and Institutional Wealth Managers among which are some of the largest global banks and financial institutions.

About Laser App Software

Laser App Software creates advisor friendly solutions that combine state-of -the-art forms-filling technology with our massive library of industry related forms. Forms are maintained by Laser App so users can focus on their clients, rather than filling out paperwork. Founded in 1995 by financial advisor Ed Beggs, Laser App pioneered forms-filling in the financial services industry. For more information on Laser App, visit <http://www.laserapp.com>.

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