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Maximizer Software unseats Salesforce.com as Market Leader for SMEs

Maximizer Software, a leading provider of proven and affordable customer relationship management (CRM) and contact management solutions, today announced that it has been named the CRM vendor best serving the requirements of small and medium-sized companies in a recent CRM Magazine awards evaluation. The honour, once held by Salesforce.com also placed Maximizer Software ahead of chief rival Microsoft Corporation. The awards were presented during the magazine's annual DestinationCRM industry conference in San Jose, California, reports Mark Annett of local CRM solutions provider and Maximizer business partner Camsoft Solutions, itself the winner of Maximizer's prestigious Business Achievement award for 2006 and 2004 as well as Maximizer's Sales Achievement award for 2005.

Following a rigorous evaluation of criteria including annual revenues, revenue growth rates, market share, customer wins, reputation for customer satisfaction, depth of product functionality, and company direction, the panel of CRM experts at CRM Magazine named Maximizer Software the company that is best able to serve the requirements of SMBs. As the winner of the much publicized and highly sought after 'Market Leader Award' in the small and medium-sized business category, Maximizer Software placed ahead of former winner Salesforce.com and industry giant Microsoft Corporation. CRM Magazine further recognized Maximizer Software with a "Market Leader" distinction for its well-known sales force automation capabilities.

"Small and medium-sized businesses have very demanding requirements from their technology vendor and there is no doubting that this segment of the market represents a large and growing proportion of the companies seeking the support of CRM technology and knowledge in 2006," said David Myron, Editor-in-Chief, CRM Magazine. "Maximizer Software demonstrates the highly-satisfied customers, proven technology, and smart corporate strategy that distinguish the company as the winner of the SMB category this year."

"For over a decade, Maximizer Software has specifically architected its products, services and educational programs to serve small and medium-sized companies. With the launch of Maximizer Enterprise 9.5 this summer and other projects yet to be announced, we're continuing our leadership in this category," said John Caputo, President, Maximizer Software Inc. "CRM Magazine is the de facto source of news, educational events and CRM-specific information for companies trying to become more customer-centric. It is a great honour to be highlighted by the magazine with market leader awards in the two categories that matter most to our chosen market segment – sales force automation and overall leadership for SMBs."

Additional details on Maximizer Software's 'CRM Market Leader' awards are available in the October 2006 issue of CRM magazine: www.destinationcrm.com.

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About Maximizer Software

Maximizer Software is a leading provider of proven and affordable customer relationship management (CRM) and contact management solutions that help small to medium-sized enterprises improve sales, streamline marketing, and enhance customer service & support. Maximizer Software has helped over 7,000 Maximizer Enterprise customers and over one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions. Maximizer Software is a worldwide organisation with Business Partners and offices in its three regions: Americas, Europe/Middle East/Africa (EMEA), and Asia Pacific. Customers include leading companies such as Siemens, Ipsos-Reid, Nestlé Clinical, Ericsson, HSBC, Singapore Airlines, Cathay Pacific, William Mercer, and Bank of New York. Learn more about Maximizer Software at www.max.co.uk.

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About Camsoft Solutions

Camsoft Solutions comprises two divisions: CRM and Data Security. Our CRM division is a Maximizer Business Partner and has actively been involved in the sales, support and training on CRM solutions in southern Africa since 1995. Our Data Security division specialises in anti-virus solutions, anti-spam, content control, Web access management and firewalls. With full service offices in Johannesburg and Cape Town and a technical office in Durban, Camsoft provides a wide range of technical support services, training and development solutions for all our products countrywide. The products we rely on for our Data Security solutions include Microsoft's Antigen anti-virus and Advanced Spam Manager (ASM) for MS Exchange, SMTP servers and Lotus Domino, MicroWorld's eScan and MailScan for anti-virus, content filtering and web access control, F-Secure for anti-virus and Personal Firewalls for desktops and servers. Commtouch's Advanced Spam Defence, Aladdin's eSafe and IQBate's Meridius and Adonis content security Appliances. Our network auditing solution, NetWhyz is one of the most powerful reporting tools available for any size of network providing administrators with every piece of information they wish to know about their machines, how they are performing and their configuration. Our clients include companies ranging from SOHO users to the large life insurers and banks, and our experience covers industries as diverse as retailing, tourism, manufacturing, IT and real estate.

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