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Radio Engineering Industries, Inc. Selects AbilityCRM to Implement Microsoft Dynamics CRM

Radio Engineering expects better customer relationship management efficiency, expects increased revenue and better customer retention

Tempe, AZ. — January 27, 2009 — Radio Engineering Industries, Inc. has chosen AbilityCRM to bring the power and efficiency of Microsoft Dynamics CRM4 to its business and IT systems. The new technology will handle key business processes for Radio Engineering including integration with its Consona ERP / Made2Manage (M2M) financial accounting system.

Radio Engineering, a leading international transportation electronics leader (www.radioeng.com), chose AbilityCRM because of their expertise in CRM, their strategic relationship with Microsoft, and because of their integration experience with Made2Manage. AbilityCRM has an integration interface called *AbilityConnect* that links between Dynamics CRM4 and M2M.

“We expect the move to Microsoft Dynamics CRM4 to provide significant value for Radio Engineering,” said David Ruback, President. “The programs and features are familiar to our people, flexible for our needs and scalable enough to grow along with us. AbilityCRM’s expertise with Microsoft Dynamics made them the right choice to help make this project a success.”

Radio Engineering is empowering 50 users with Dynamics CRM4 along with integration to Made2Manage. They will use the system to manage their customer and prospect data to improve customer retention and increase top line revenue using consolidated pipeline management.

“Microsoft Dynamics CRM4 provides some of the most out-of-the-box benefits for our customers, along with an architecture that enables us to put our knowledge and experience to work for Radio Engineering and our other customers,” said James Marzola, President / CEO at AbilityCRM.

AbilityCRM is a Microsoft Dynamics CRM Certified Partner headquartered in Tempe, Arizona. AbilityCRM started providing Customer Relationship Management (CRM) solutions in 1998 and since then has helped hundreds of companies in many markets throughout the United States to use CRM software to improve their business.

“Microsoft invests heavily in our partners to ensure they have all the latest information and resources at their fingertips to develop the world’s best solutions for our shared customers,” said Michael Park, corporate vice president for U.S. Microsoft

Dynamics at Microsoft Corp. “AbilityCRM has demonstrated know-how helping Radio Engineering and its other customers generate business value with Microsoft Dynamics products.”

Microsoft Dynamics is a line of financial, customer relationship and supply chain management software that helps businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

About AbilityCRM

AbilityCRM started providing Customer Relationship Management (CRM) solutions in 1998 and since then has helped hundreds of companies in many markets throughout the United States to improve their business.

The real value of AbilityCRM is its understanding of how to make CRM work better for its client companies. They help take your CRM software and:

- Adjust it so it fits your business practice
- Integrate it with your ERP/Accounting system
- Assist in user adoption through training and change management
- Maximize its use through business intelligence, dashboards and mobility

AbilityCRM has offices in Tempe, Arizona and Thousand Oaks, California.

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For more information about AbilityCRM:

Visit www.abilitycrm.com

For more information about Radio Engineering:

Visit <http://www.radioeng.com>

For more information about all Microsoft Dynamics products:

Visit <http://www.microsoft.com/dynamics/intro/default.aspx>.

For more information about Microsoft case studies:

Visit <http://members.microsoft.com/customerevidence/search/findevidence.aspx>.

For more information about the People-Ready Business:

Visit <http://www.microsoft.com/business/peopleready/default.aspx>.