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Best Western International's Design and Supply Department Selects AbilityCRM to Implement Sage SalesLogix

The World's Largest Hotel Chain® expects better customer relationship management efficiency, increased revenue and better customer retention

Tempe, AZ. — December 22, 2008 — Best Western International's Design and Supply department, which serves more than 2,200 hotel owners in North America, has chosen AbilityCRM, a Sage CRM Solutions business partner to implement a Sage SalesLogix CRM system. Sage SalesLogix will automate key sales and business processes for Best Western's Design and Supply departments and integrate with its PeopleSoft financial accounting system.

Based in Phoenix, Arizona, Best Western Design and Supply chose AbilityCRM for its expertise in CRM, its strategic relationship with Sage and its *AbilityConnect* integration interface that helps integrate CRM and ERP systems.

"Every day, our design and supply staff provides products, support and expertise for our 2,200 North American hotel owners. We expect the move to Sage SalesLogix to provide significant value for our hotel owners," said Rich Bennett, Best Western's vice president of design and supply. "The software and features are easy to use, flexible for our needs and scalable enough to grow with us. AbilityCRM's expertise with Sage SalesLogix made them the right choice to help make this project a success."

Best Western is empowering more than 100 of its design and supply employees with Sage SalesLogix along with integration to PeopleSoft. 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.

"Sage SalesLogix provides some of the best out-of-the-box benefits for our customers, along with an architecture that enables us to put our knowledge and experience to work for Best Western and our other customers," said James Marzola, President / CEO at AbilityCRM.

"Sage invests heavily in our partners to ensure they have all the latest information and resources at their fingertips to help them develop the best solutions for our shared customers," said David van Toor, senior vice president and general manager, Sage CRM Solutions, North America. "AbilityCRM has demonstrated know-how helping Best Western and its other customers generate business value with Sage SalesLogix."

ABOUT BEST WESTERN INTERNATIONAL

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to over 4,000* independently owned and operated member hotels in 80* countries and territories worldwide. An industry pioneer since 1946, Best Western has grown into an iconic brand that hosts 400,000* worldwide guests each night. Best Western's diverse property portfolio, its greatest strength, stems from a business model designed to give owners maximum flexibility to address market-specific needs. Equally committed to the business and leisure traveler, Best Western recently embarked on a five-year mission to lead the hotel industry in customer care. Since 2004, Best Western has served as the Official Hotel of NASCAR®. For more information or to make a reservation, please visit www.bestwestern.com.

*Numbers are approximate and can fluctuate.

About Sage SalesLogix

Sage SalesLogix is a full-featured, customizable, multi-client CRM solution that provides businesses with a complete view of customer interactions across sales, marketing, customer service, and support functions. With Sage SalesLogix, businesses can manage their entire sales cycle and increase team performance by automating sales processes, monitoring and forecasting sales activity, responding promptly and knowledgeably to inquiries and opportunities, and targeting campaigns to their most profitable customers and prospects. Business analytics tools further enable users to make better strategic decisions and manage resources. More than 300,000 users at over 8,500 companies worldwide rely on Sage SalesLogix Web, Windows, and mobile access options to manage their customer information and accelerate sales results.

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 improve their business. The real value of AbilityCRM is in its understanding of how to make CRM work within its client companies.

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For more information about AbilityCRM:

Visit www.abilitycrm.com

For more information about Sage SalesLogix:

Visit <http://www.sagecrmsolutions.com/products/sagesaleslogix>.