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Camisa Technologies Becomes AbilityCRM

Tempe, AZ – April 22, 2008—AbilityCRM www.abilitycrm.com, a CRM software reseller and consulting company, announces the launch of a new name and business strategy in conjunction with a customized integrated marketing campaign.

The company, formerly known as Camisa Technologies, has a long history as a top reseller of small and medium sized business software solutions, particularly for Sage SalesLogix software. The announcement of the new name, AbilityCRM, formalizes the implementation of a revised business strategy that will focus on providing CRM (Customer Relationship Management) software and related solutions.

The ten year old company was purchased in the summer of 2007 by James Marzola and Mike Terry. The two now act as senior executives and are directing these changes.

“We see CRM as a growth industry with great potential in the small and medium size business market. There is a need for CRM leadership with a strong understanding of how to integrate CRM solutions with the other business systems of the company. That’s where we excel.” states company president James Marzola.

“We partner with the leading software vendors, Microsoft Dynamics CRM and Sage SalesLogix, to provide our clients with proven solutions that meet their needs with out requiring extensive customization.” adds company Senior VP of Professional Services Mike Terry. “We augment that with related software solutions from companies such as Scribe, Vineyardsoft and Blackberry that maximize the CRM software investment.”

The company is clearly focused on penetrating the manufacturing, financial and construction markets in the Southwest, and marketing through ERP partners such as Consona ERP Made2Manage. The company was recently featured in Quality Digest magazine for its success with manufacturing solutions.

About AbilityCRM

AbilityCRM is a CRM software reseller and consulting company providing CRM and related solutions to small and medium sized businesses with particular focus on manufacturing, finance and construction companies throughout the Southwest and nationwide. The company’s competitive strength is in the integration of these solutions with ERP systems and in improving CRM effectiveness through the use of leading third party software. For more information contact James Marzola at 480.726.5400 or jmarzola@abilitycrm.com or visit www.abilitycrm.com