

Maximizer CRM 10.5 Freedom Gives BlackBerry Fans Greater Business Intelligence and Wireless Deployment Options

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Bracknell, UK and Barcelona, Spain – Feb. 16, 2009 – Enabling one-click, one-touch access to critical customer and sales information, Maximizer Software Inc. (TSX:MAX), a leading provider of simple, accessible customer relationship management (CRM) solutions, today debuted Maximizer CRM 10.5 Freedom for BlackBerry® smartphones from Research In Motion (RIM) (Nasdaq: RIMM; TSX: RIM). Unveiled at the opening day of GSMA Mobile World Congress, the solution delivers enhancements that will position small to medium-sized businesses (SMBs) one step closer to a smartphone-only workforce. The latest mobile CRM offering frees executives and managers from cumbersome laptops and reduces downtime in the field for sales and service professionals.

Maximizer CRM 10.5 Freedom now allows real-time wireless access to business intelligence data through mobile dashboards, which enables on-the-go managers and executives to directly monitor sales performance and services activities from their mobile devices. Additionally, the new release provides IT administrators with the ability to wirelessly deploy mobile CRM to business users, offering simple one-click installation. Maximizer CRM 10.5 Freedom is also now available for the BlackBerry® Storm, the first clickable touch-screen smartphone. Other new features exclusive to BlackBerry include one-click email integration between BlackBerry email and Maximizer Mobile CRM enabling users to take quick action on email in the CRM system.

“With each evolution of our mobile CRM offering, it is our goal to help our customers freely use technology in the way they want, to fuel business growth,” said William Anderson, executive vice president of technology at Maximizer Software. “Maximizer CRM 10.5 Freedom’s enhancements allow for sales executives to better service their clients and manage staff, and for IT administrators to dramatically decrease maintenance and total cost of ownership with a mobile CRM workforce.”

“Small to medium-sized businesses often seek competitive advantage through mobile technology and this segment represents an excellent opportunity for mobile CRM deployments,” said Jeff McDowell, vice president, Global Alliances at Research In Motion. “Maximizer CRM 10.5 Freedom can give users timely access to the best available information from their BlackBerry smartphones, increasing productivity and flexibility for people in the field.”

Doug Roche, managing partner at RTR Advisory Group, offered additional insight into his preview of the latest Maximizer Mobile CRM offering, “In addition to being compatible with BlackBerry’s new Storm, Maximizer CRM 10.5 Freedom will give our management deeper insight into key business metrics with real-time wireless access to mobile dashboards. Our sales team can work away from the office like they’ve never left their desks, with new one-click BlackBerry email integration, decreasing response times to provide better service for our clients and prospects. For a financial services organisation like ours, Maximizer’s solution enables optimal and efficient client relationship building – a must-have, particularly in today’s economic environment.”

Availability

Maximizer CRM 10.5 Freedom is available in three editions – Group, Professional and Enterprise – directly from Maximizer Software or through a global network of Business Partners. Please call +44 (0) 1344 766900 or visit <http://www.maximizer.com/mobileCRM> for further information and demos..

To see a hands-on demo of Maximizer CRM 10.5 Freedom at Mobile World Congress, please visit Maximizer's booth in Hall 8, #8B91 in the RIM Pavilion.

About Maximizer Software

Maximizer Software is a leading provider of simple, accessible, customer relationship management (CRM) solutions, providing the best value for small and medium-sized businesses. As a pioneer in the CRM industry for more than 20 years Maximizer CRM offers sales, marketing, and customer service users and managers their choice of access to customer information – through mobile devices, online, or the desktop. Maximizer Software has sold over 1 million licences to more than 120,000 customers ranging in size from entrepreneurs to multi-national organisations, including: Siemens, Société Générale, HSBC, TD Securities, Lockheed Martin, Brian Tracy International, Fisher & Paykel Healthcare, Oxford University Press, and Cathay Pacific. Maximizer Software is a global business with offices and over 400 business partners in the Americas, Europe/Middle East/Africa and Asia Pacific. For more information, please visit: www.max.co.uk.

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