

DAA flies high with Maximizer CRM

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Bracknell, UK – 20 April 2009 – Maximizer Software (TSX: MAX), a leading provider of simple, accessible customer relationship management (CRM) solutions, today announced it has been chosen by Dublin Airport Authority (DAA) to deploy its CRM software, through Maximizer Certified Business Partner Software Support Systems Ltd.

DAA is tasked with the management, operation and development of Dublin, Cork and Shannon airports in Ireland as well as domestic and international airport retail management and airport investment. The company will use Maximizer CRM as a reservation and booking system for its VIP clients.

Maximizer CRM's solution was selected over other providers due to its enhanced security features. These allow highly sensitive information about customers to be held securely on a central database, rather than relying on this information being passed on via word of mouth or by e-mail. The solution will enable DAA to easily consolidate and clearly categorise this information, which can be accessed by authorised users on-site or by logging-in remotely.

Mary Leahy, head of protocol, DAA, explains: "Maximizer CRM's security features enabled us to encrypt information by category, restricting access to relevant personnel. As an organisation with high profile clients, ranging from royalty to, presidents, prime ministers and high profile business clients, it is imperative to enforce the utmost security standards in all our procedures."

Ease of customisation was also a key requirement for DAA. Karl Manweiler, product manager at Maximizer Certified Business Partner; Software Support Systems Ltd, who will be implementing the software solution comments: "Maximizer CRM was perfect for DAA as it not only offered the security features needed to ensure the highest levels of security, but also provided the ability to tailor the solution specifically to the airport operator's requirements."

Vivek Thomas, managing director EMEA, Maximizer Software, added: "Maximizer CRM allows DAA to ensure this highly sensitive information is held securely in one place. This is an essential part of streamlining any company as it reduces time spent by agents in retrieving relevant information. We are looking forward to seeing DAA realise the business development and growth benefits of Maximizer CRM together with the contribution it will make to helping DAA strengthen its service to customers."

Maximizer CRM is set to go live at DAA at the end of April and the organisation is keen to integrate the solution with its existing finance system later in the year.

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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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