

JumpShop and Fone Solutions Join Maximizer Software's Partner Programme as First Mobile-Focused Channel Partners

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BRACKNELL, UK – May 5, 2009 – Continuing to strengthen its Mobile CRM brand and reach, Maximizer Software Inc. (TSX:MAX), a leading provider of simple, accessible customer relationship management (CRM) solutions, today announced that it has signed its first mobile-focused channel partners, JumpShop and Fone Solutions, to its partner programme.

A Bell Mobility certified partner based in Edmonton, AB, Canada, JumpShop will focus on adding value to its BlackBerry and BlackBerry Enterprise Server customers with Maximizer Mobile CRM. JumpShop analyses organisations' current wireless devices and plans and works with their IT departments to develop strategic plans to maximise wireless budgets.

Fone Solutions, a UK-based, independent telecom provider for the small-to-medium enterprise market, will also now offer Maximizer Mobile CRM. Named the Best Dealer by the UK Mobile Industry Awards in 2008, Fone Solutions provides mobile and fixed line solutions, mobile data, vehicle tracking and insurance.

"With small and medium-sized businesses demanding more applications for their smartphone devices and realising the need for an end-to-end mobile strategy that considers the hardware and software, we are aggressively seeking top-notch partners like JumpShop and Fone Solutions to help our customers grow with mobility," said Angie Hirata, worldwide director of marketing and business development, Maximizer Software. "We see these mobile channel partnerships as the first of many as we build out our mobile CRM brand across the globe."

Maximizer Mobile CRM for BlackBerry gives professionals instant access to information in the field, including customers' history, leads, sales opportunities, dashboards, customer service cases, documents and schedules. With Maximizer Mobile CRM, organisations can reduce staff downtime and increase field productivity; increase customer face time by reducing time spent on office administration; build customer intimacy by reviewing up-to-date customer details before a meeting; and improve real-time visibility into sales and staff activities.

To learn more about Maximizer Mobile CRM, visit: www.maximizer.com/mobilecrm

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.

This release may contain certain forward-looking statements reflecting Maximizer Software Inc.'s current expectations. Investors are cautioned that all forward-looking statements involve risks and uncertainties, including without limitation, changes in market and competition, technological and competitive developments, and potential downturns in economic conditions generally. Additional information on these and other potential factors that could affect the Company's financial results are detailed in documents filed from time to time with the provincial securities commissions in Canada. All trademarks or registered trademarks stated herein are properties of their respective owners.

About Fone Solutions

Fone Solutions is a leading independent telecoms provider for the UK small-to-medium enterprise market. Established in 2006 the company has grown quickly and now operates from offices at the prestigious Watermark in Gateshead, Tyne and Wear, with additional offices in both Leeds and Newbury. Fone Solutions' current range of services includes mobile and fixed line solutions, backed-up with BlackBerry, mobile data, vehicle tracking, insurance packages and a host of applications from trusted partners. Fone Solutions has also earned the status of T-Mobile Business Partner, Yes Telecom Gold Partner, Orange Business Mobile Specialist and have accreditations with O2 and Vodafone.

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