

## **PRESS RELEASE**

### **ForceLogix Selected to Join Microsoft Startup Accelerator Program**

*Global Program Helps Accelerate the Success of Innovative Startups Committed to Microsoft's Platform Technologies*

Chicago Illinois, January 22<sup>nd</sup> 2008 – ForceLogix, leaders in Sales Performance

Management for Sales Management Process Optimization, today announced that it has been selected to join the Microsoft Startup Accelerator Program. Stewarded by the Emerging Business Team (EBT) at Microsoft Corp., the program is designed to connect high -potential startups committed to the Microsoft platform to an extensive support network that provides access to Microsoft people and programs, guidance on future directions, and support to accelerate their success.

"Our Software as a Service (SaaS) delivery model allows ForceLogix to deliver multilingual Sales Management Process Optimization solutions that can be easily and rapidly configured and deployed globally" said Patrick Stakenas, President and CEO of ForceLogix. "This promotes the consistent execution of Sales Management and enhances our customer's ability to capture, evaluate and rank sales representative performance. Utilizing the Microsoft technology platform, we provide value to companies without the time, expense and added risks of having to buy hardware, software and implementation services. "

Microsoft is committed to serving as a valuable technology and business partner for emerging startups and their investors. Companies are selected to join the program based on their innovation, marketability, growth potential, funding, platform decision and strategic importance to Microsoft. These companies receive customized engagement plans designed to support their software development and increase market visibility. The program is now open to interested startups, which can apply via a profiling process outlined at the Microsoft Startup Zone at <http://www.microsoftstartupzone.com>.

“ForceLogix provides one of the leading solutions for sales management,” said Dave Drach, Managing Director, Emerging Business Team at Microsoft Corp. “We are pleased to be working with ForceLogix and believe that their easy-to-use, Sales Management Process Optimization solution will be a valuable add-on to the Microsoft Dynamics CRM offering.”

The Microsoft EBT evaluates hundreds of technology startups each year to identify those with the strongest potential to succeed in the market, shape the industry’s future, and enhance the overall value of Microsoft products and services for customers. The Microsoft Startup Accelerator Program shines the spotlight on some of the most promising startups and provides good examples of how startups can work successfully with Microsoft.

ForceLogix delivers on demand Sales Management Process Optimization solutions for leading sales organizations. Led by a team of seasoned senior sales executives, ForceLogix solutions enable and promote top line revenue growth and enhanced sales organization productivity. *Turn the Art of Selling into Science.* <http://www.forcelogix.com>.

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