



FOR IMMEDIATE RELEASE

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MICROSOFT DYNAMICS CRM 4.0 LAUNCH EVENT IN EAST LANSING

Lansing, MI. - 2/28/09 - Atrio Systems and Maner, Costerisan & Ellis are hosting an exclusive Microsoft Dynamics CRM 4.0 launch event to help companies better understand customer relationship management (CRM) and how the new Microsoft Dynamics CRM 4.0 can benefit businesses on Friday, April 4, 2008 from 9:00 - 11:30am EST at the Kellogg Hotel & Conference Center in East Lansing, MI.

This free half-day launch event, 'Microsoft Dynamics CRM 4.0 Launch', is aimed at Business leaders, sales executives, customer service, marketing, operations, as well as IT directors.

Today's market is competitive. Sales, service and marketing professionals require a new way of increasing business performance and results. If only there was an option that could be adopted quickly and easily, be accessed wherever your engagements take you and work within the tools you use everyday – that's the kind of option that's right for your business. Rest assured, Microsoft has a solution for you. It's called Microsoft Dynamics CRM 4.0 and with it, over 11,000 customers worldwide are experiencing the next generation of CRM.

On April 4th, Atrio Systems and Maner, Costerisan & Ellis is giving you a unique opportunity to become some of the first to see the new Microsoft Dynamics CRM 4.0. At this exclusive event you will discover more about Microsoft Dynamics CRM 4.0, Microsoft Dynamics GP and how they can benefit your business. You will get to see a live demonstration highlighting some of the exciting new features of Microsoft Dynamics CRM 4.0 including: simplified workflow, up-to-the-minute reporting, as well as multi-language and currency capabilities, all designed to help you streamline your customer relationship management.

By attending this exclusive launch event, you will:

- Learn about the great new features of Microsoft Dynamics CRM 4.0
- Hear success stories about customers already using Microsoft Dynamics CRM 4.0
- See a Live Demonstration of Microsoft Dynamics CRM 4.0
- Learn how easily Microsoft Dynamics CRM 4.0 integrates with Microsoft Dynamics GP
- Find out if Microsoft Dynamics CRM is right for your business

To attend this event and learn all about this innovative product, register today at www.clicktoattend.com with Event Code: 124700. All registered attendees will be entered into a drawing for Free Microsoft Software.

Hurry, limited to the first 45 participants. Maner, Costerisan & Ellis, P.C. (MC&E) is a leading provider of accounting and business management solutions. Our solutions are based on the Microsoft Dynamics platform and encompass all areas of business, from financial management to HR/payroll to distribution and manufacturing. Specializing in Microsoft Dynamics GP (formerly Great Plains) for 16 years, MC&E is a Microsoft Gold Certified Partner providing small and mid-sized clients with business and financial management systems that fit specific business, size and budget requirements. MC&E is also a full service CPA firm and a member of the BDO Seidman Alliance.

Contact James Meyer at (517) 886-9513 / jmeyer@mcecpa.com or visit www.mcecpa.com for additional information on MC&E or Dynamics GP Atrio Systems, Inc is a Sales, Marketing & CRM consulting firm. With over 25 years of CRM and sales processes experience, Atrio works with its clients to improve the execution of sales and marketing plans; focusing on processes and technologies. Atrio is a Microsoft Certified Partner with a CRM specialization that will customize and implement CRM to a client's exact specifications. Contact Barb Roberts at (248) 874-1758 x10 / broberts@atriosystems.com or visit www.atriosystems.com for additional information on Atrio or Dynamics CRM 4.0.