

Press Release

Joseph F. Kusters Joins Adventace® as Vice President of CRM

Kusters Takes Charge of Global Efforts to Help Customers *Create the High Performance Sales Environment*® Using Advanced CRM Application

Pittsburgh, PA – December 16, 2009 – Adventace, LLC, a recognized leader in optimizing the performance of sales operations, announced that Joseph F. Kusters has accepted the position of Vice President of CRM. This position is a strategic part of the global sales management firm's goal of helping its clients *Create the High Performance Sales Environment*® (HPSE).

The company's flagship Customer Relationship Management (CRM) application, Adventace SMS, operates on the Salesforce.com platform. It provides executives and sales managers with an end-to-end view of their sales operation, allowing them to better manage opportunities and resources, balance pipelines, accurately forecast, manage the performance of sellers, sales managers, and channel managers, and, using key performance metrics, measurably improve results throughout their sales operation.

Bob Junke, Founder & CEO of Adventace, said, "We are very excited to have Joe on board as both the executive driving our CRM efforts and a key member of our management team. Joe's addition is part of our 100% commitment to helping our clients achieve significant long-term metric-based results. Joe will grow and manage our relationship with Salesforce on a global basis, along with key Salesforce implementation partners. He will work with them to help their customers and potential customers adopt Adventace SMS to better run their business. Additionally, he will help guide our CRM development efforts."

"I am very excited about the reception we are already getting from Salesforce and partners alike", said Mr. Kusters. "They see Adventace SMS as a way to bring significant value to their customers, which represents real market differentiation as they compete against companies such as Oracle and Microsoft." He went on to say, "I am particularly excited about having participated in furthering the Adventace SMS development strategy. We plan to release a significant update in mid to late January that, for sellers and managers alike, holds the promise of going beyond 'ease of use' and being 'indispensable'".

Kusters, a Cornell grad with over 25 years of experience in sales and consulting, brings a deep CRM background to his efforts. He has held positions as a seller, sales manager, consultant, and VP of Sales in the Information Technology industry, including hardware, software, and Customer Relationship Management (CRM), as well as Outsourced Technical Support, Sales,

Lead generation and Application Related Services. Joe's consulting efforts resulted in successful initiatives for well-known companies, including Red Hat Software, Xerox, Carrier, Eastman Kodak, Bausch & Lomb, Dresser-Rand, ITT Fluid Technology, Corning Inc., M&T Bank, and EMC2. He has directly worked for industry leading companies, such as Digital Equipment Corp., Sun Microsystems, and Computer Associates. His experience also includes working for support companies like Sutherland Group, Clarity Customer Management and Softtek Integration Systems.

About Adventace

Adventace® is a global sales management firm specializing in helping sales operations Create the High Performance Sales Environment® through an integrated methodology and supporting applications. An enterprise-wide sales and sales management system, HPSE delivers predictable results, measurable and sustainable performance improvement, and confidence that expected results can be achieved. Historically, clients are able to outperform past results by a factor of at least 2 to 1. TransUnion, for example, saw their average win size increase by 15% and their number of wins increase exponentially as sales teams adopted the new methodology and application. Other Adventace clients include Cisco, Computer Associates, CTG, EMC, Marconi, Oracle, SolidWorks and SunGard. With 50 associates around the world and offerings in eleven languages, Adventace has implemented the HPSE worldwide to over 400 customers.

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