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Media Contact:
Robert W. Junke
Founder & CEO
Adventace
724-443-2383
bob.junke@adventace.com

Gordon Evans
Salesforce.com
415-536-7608
gevans@salesforce.com

Adventace Sales Management System Now Available on Salesforce.com's AppExchange

Salesforce.com Customers Can Now Deploy Adventace SMS Directly within Their Salesforce Implementations

SAN FRANCISCO – salesforce.com Dreamforce Conference - October 9, 2006 – Adventace LLC, a global sales management firm specializing in helping sales operations *Create the High Performance Sales Environment*, and salesforce.com (NYSE:CRM), the market and technology leader in on-demand business services, announced the availability of Adventace SMS for salesforce.com's AppExchange. Driven by a proven sales management methodology, Adventace SMS provides sales managers and executives with an end-to-end view of their sales operation. Adventace SMS is immediately available for test drive and deployment at <http://www.salesforce.com/appexchange>. The announcement was made today at Dreamforce '06, salesforce.com's User and Developer Conference.

Adventace developed the application to better support current and future clients who embrace its enterprise-wide sales and sales management methodology, *The High Performance Sales Environment* (HPSE). HPSE processes are at the heart of the Adventace SMS application. Functionally, Adventace SMS 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 and, using key performance metrics, measurably improve results throughout their sales operation. Adventace SMS also provides strong human resource development functionality designed to significantly improve the performance of sellers, sales managers, and channel managers.

"Today most businesses encounter difficulties when utilizing their sales force automation (SFA) and customer relationship management (CRM) solutions because the technology does not match the organization's sales management processes," said Bob Junke, Founder and CEO of Adventace. "Adventace SMS aligns a client's Salesforce implementation with our sales management processes to help them create a highly efficient and effective metric-driven sales culture."

"We are pleased to welcome Adventace SMS to the AppExchange," said Matt Holleran, vice president, AppExchange partners, salesforce.com. "When combined with Salesforce it provides a proven sales management

Robert W. Junke
Founder & CEO
Adventace® LLC
2166 Chardonnay Circle
Gibsonia PA 15044 USA
+1 724 443 2383
bob.junke@adventace.com

methodology for the leading on-demand CRM application. This will further enable our clients to achieve measurable performance improvement throughout their sales operations."

Adventace SMS for AppExchange is one of more than 375 applications now available on the salesforce.com AppExchange, the world's first on-demand directory and sharing service, found at <http://www.salesforce.com/appexchange>.

Apex is salesforce.com's breakthrough new on-demand platform and programming language that is redefining what a multi-tenant on-demand application can be. Apex enables customers, developers and partners to build powerful new on-demand applications that go far beyond CRM, and for the first time, to write and run their own code hosted with the security, reliability, upgradeability and ease-of-use of salesforce.com's industry-leading multi-tenant service. Customers can use Apex to modify the core features and functionality of their Salesforce deployments for their unique business needs and quickly and easily integrate new applications and components from partners and developers. Without any infrastructure investment, developers can now build and run a virtually unlimited array of applications with unprecedented power to innovate with the same creative freedom as salesforce.com's own developers.

About Adventace

Adventace® is a global sales management firm specializing in helping sales operations Create the High Performance Sales Environment® (HPSE) through an integrated, metric-driven set of products and services. HPSE is an enterprise-wide sales and sales management methodology that is the heart of the Adventace SMS application. HPSE delivers predictable results, measurable and sustainable performance improvement, and confidence that expected results can be achieved. Historically, clients have been able to outperform their past results by a factor of at least 2 to 1. Some Adventace clients include Cisco, Computer Associates, CTG, EMC, Marconi, Oracle, SolidWorks, SunGard, and TransUnion.

With associates around the world and offerings in eight languages, Adventace has implemented the HPSE worldwide and trained nearly 20,000 executives, sales managers, channel managers, and sales personnel. For more information, visit www.adventace.com [<http://www.adventace.com/>](http://www.adventace.com) or call 724-443-2383.

About salesforce.com

Salesforce.com is the market and technology leader in on-demand business services. The company's Salesforce suite of on-demand applications enables customers to manage and share all of their sales, support, marketing and partner information on-demand. Apex, salesforce.com's on-demand platform and programming language, enables customers, developers and partners to build powerful new on-demand applications, and for the first time, to write and run their own code hosted with the security, reliability, upgradeability and ease-of-use of salesforce.com's industry-leading multi-tenant service. Customers can also take advantage of Successforce, salesforce.com's world-class training, support, consulting and best practices offerings.

As of July 31, 2006, salesforce.com manages customer information for approximately 24,800 customers and approximately 501,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Avis/Budget Rent A Car (Cendant Rental Car Group), Dow Jones Newswires, Nokia, Polycom and SunTrust Banks. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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