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PRESS RELEASE

RedHorse Systems, Inc. Releases RedHorse CRM v2.4, a Fully Customizable Customer Relationship Management Platform

Individuals and businesses looking for an affordable, account-centric CRM platform can now turn to the newly released RedHorse CRM v2.4 from RedHorse Systems, Inc. Fully customizable, RedHorse CRM v2.4 allows users to manage all aspects of their CRM department, from following leads to managing and connecting with clients.

La Quinta, CA, January 12, 2010: RedHorse Systems, Inc. (www.RedHorseSystems.com), dedicated to creating leading, cost-effective business management solutions, announces the latest version of its customer relationship management solution RedHorse CRM. RedHorse CRM v2.4 is a powerful, versatile and scalable system offering users a robust, affordable and customizable CRM platform.

"Companies no longer want to purchase and maintain multiple software products to fill their CRM needs. They want one product that includes everything necessary to get the job done. RedHorse CRM v2.4 provides complete business functionality in one package," says Connie Koch, founder and lead developer of RedHorse Systems, Inc.

With full business functionality, RedHorse CRM is more than the standard CRM system. An account-centric application, RedHorse CRM allows users to manage all aspects of their customer relationship. Among other functionalities, with RedHorse CRM v2.4, users can follow leads and opportunities as well as manage contracts. RedHorse CRM v2.4 is designed to help users capture Web site leads, as well. In addition, a built-in e-mail client and integration with Outlook gives users the ability to create mass e-mail campaigns. The platform also enables users to manage quoting and sales forecasting, as well as interact with customers through an inline help desk. RedHorse CRM is fully compatible with QuickBooks, allowing for quick and seamless integration.

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The release of RedHorse CRM v2.4 brings even more features and functionality to the system. New features include pending and history record preview panes and an e-mail and history archive, which allow the user to view progress on every account. The new version also includes e-mail enhancements, telephone integration for incoming and outgoing phone call popup and the ability to create tickets from e-mails and Web imports, all of which enhance user operability. RedHorse CRM v2.4 also brings an enhanced screen designer that includes custom fields in its upper quadrant, as well as improved import from GoldMine. Overall, compared to other products in the small to medium business market, whether installed solutions or hosted, RedHorse CRM offers more functionality at a better price.

RedHorse Systems, Inc. is currently developing both a Web version and Spanish language version of RedHorse CRM.

For more information about RedHorse CRM v2.4, visit www.RedHorseSystems.com.