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PRESS RELEASE

RedHorse Systems Revolutionizes Outlook® Integration in RedHorse CRM® v2.8

RedHorse CRM v2.8 gives customers the ability to change Outlook settings for users from within RedHorse to enhance security and convenience. Users can share contacts, calendars, and emails from their Outlook with other company users, without the expense of setting up and administering Microsoft® Exchange® or when using Exchange.

La Quinta, CA, July 22, 2010:

CONTROL OUTLOOK FROM WITHIN REDHORSE CRM

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Version 2.8 gives users desktop alerts for email receipt in addition to other advanced email functions such as Auto-send and Queuing for scheduled email transmission.

MORE THAN JUST EMAIL

"We bring more utility to the end user than just email tools with release 2.8," said Connie Koch, founder. "We empower the user to go beyond typical CRM limitations by giving them the ability to create as many as 24 custom activity types, instead of just CALL, APPOINTMENT, and OTHER ACTIONS. This allows the customer to truly wrap the program around how they do business." Several other benefits of the new release are more levels of internal security for records, color-keyed prioritization for user and calendar, and a powerful Excel® import capability.

Koch explained, "Security of data is a critical issue these days. As industry studies have shown, most security breaches are caused by employees. With version 2.8, we give administrators the

ability to reduce user access to just the portion of the data they need to do their jobs. This also improves employee efficiency.”

Color-keyed prioritization decreases the time needed for a user to identify critical priorities both on the calendar and on the work list. No longer must they hunt for the priority column and number to figure which items should get attention first.

The QuickBooks integration has a dynamite bi-directional data sync capability, which highlights differences in the RedHorse and QuickBooks data and makes choosing the most current information easy, no matter where that change originates. Before RedHorse CRM, a customer would have to have multiple QuickBooks licenses for their salespeople to see an account's status in real time. Now, just one QuickBooks license for accounting and one RedHorse for each sales person will enable sales people to see, but not change an account's status.

The powerful Excel import utility will analyze the spreadsheet and suggest the RedHorse CRM fields which appear to match, but the user can change the assignments on the fly, should there be a better place to put the data. Also added are new Word® and Outlook® links for Office 2007 and 2010. These are just a few of the tools which RedHorse has included in version 2.8 to the CRM program to make it more intuitive and useful. RedHorse CRM v2.8

To find out more about recently added features, RedHorse Systems and its products, call company headquarters in La Quinta, CA at (888) 831-9012 or go to <http://www.redhorsesystems.com>. RedHorse CRM and RedHorse RE are sold through a network of dedicated Value-Added-Resellers who can set up these programs to match each client's business processes. Our resellers can be found on our website.

ABOUT REDHORSE SYSTEMS, INC.

RedHorse Systems is the developer of affordable small and medium sized business (SMB) software. RedHorse CRM integrates closely with both Microsoft® Outlook® and Intuit QuickBooks to create a complete business system which contains within it the abilities to do quoting and proposals, automatic bookings, work tickets, and project management, as well as marketing campaigns which include lead tracking.

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