Contact: Connie Koch
RedHorse Systems, Inc.   2711 Centerville Rd., Ste 120
Phone: (888) 831-9012   Wilmington, DE 19808
Fax:(888) 831-9012   www.redhorsesystems.com

PRESS RELEASE

RedHorse CRM Distances Marketo and Eloqua in Lead Management

RedHorse Systems has gone one better than Marketo and Eloqua by integrating Lead Management with Sales Management, resulting in a seamless process from first lead to sales order. The newest release of RedHorse CRM v4.2 bypasses the double entry importation process required by online services like Marketo and Eloqua, with an on-premises capability which smoothly feeds successful lead generation results into the sales process. Automated workflow gives the customer the ability to manage the entire process in great detail, maximizing order production from leads obtained.

La Quinta, CA, January 10, 2012:

RedHorse CRM Integrates Lead Management and Sales Processes

RedHorse CRM now integrates Lead Management and Sales Management, giving users a continuous system from first lead to booking orders. Other, better known, lead management systems stop at lead qualification while the RedHorse CRM Lead Module hands the lead directly to the Sales Processes. With the newest release of v4.2, RedHorse CRM gives the user tools to interact with leads automatically, educating and encouraging prospects for as long as it takes to interest them in purchasing.

"By integrating Leads as a module, we give lead management full access to all of the tools and processes available within RedHorse CRM," said Connie Koch, founder. "This permits users to automate their lead management process, insuring that no lead is lost to inaction. This also insures that each lead is handled consistently. Businesses that use RedHorse CRM Lead Management will know precisely what actions convert leads to sales, and be able to repeat them exactly."

No Lead is Lost

"RedHorse CRM v4.2 lead management can adjust to the actions taken by prospects," says David Brydson of BestFit Solutions, a RedHorse Value Added Reseller (VAR). "When a prospect is ready to buy, sales processes are activated, but if the prospect isn't ready, they are moved to

FOR RELEASE 9 A.M. PST, JANUARY 10, 2012

an appropriate lead management strategy. Leads aren't lost – ever." He goes on to explain that other lead management solutions may cost several thousands of dollars per month, while RedHorse CRM offers the lead management module as part of the program, not an add-on, and at no additional cost.

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit http://www.redhorsesystems.com. RedHorse CRM is sold through a network of dedicated Value-Added-Resellers who configure the software to match each client's business processes.

About RedHorse Systems Inc.

RedHorse Systems is the developer of affordable small and medium sized business (SMB) software. RedHorse CRM integrates closely with Microsoft® Outlook®, Intuit® QuickBooks® and Google 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. CRM information can be synced to mobile devices.

DISCLAIMER: The information provided in this press release is deemed to be true at the time of release. No warranty is made or implied by this press release. Price information is subject to change without notice. RedHorse Systems, Inc is a Delaware Corporation.