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PRESS RELEASE

RedHorse Systems Sponsors "Marketing Campaigns" Educational Webinar

RedHorse Systems is sponsoring an educational webinar, titled "Is Your Marketing Making You Poor," presented by Tom Daly of BestFit Solutions, in an online learning event intended to educate small business owners to grow. Marketing campaigns have traditionally been viewed as a big business tool, but some capabilities within RedHorse CRM make marketing campaigns available to small businesses.

La Quinta, CA, May 7, 2012:

Turn and advertisement problem into a business opportunity

Taking a new approach to helping customers, RedHorse Systems is sponsoring Educational Webinars, with each webinar covering a single business builder topic. This week's topic, titled "Is Your Marketing Making You Poor," presented by Tom Daly of BestFit Solutions, is an online learning event intended to show how small business owners and operators can take an advertisement problem and make it a business opportunity. Marketing campaigns have traditionally been viewed as a big business tool, but some capabilities within RedHorse CRM make marketing campaigns available to small businesses.

"The primary advantage which big businesses have had was information about which marketing tactics worked well and which didn't," said Connie Koch, founder of RedHorse Systems.

"RedHorse CRM makes tracking marketing results affordable to small businesses." The information being presented is of a practical nature, intended for the business owners. Non-experts should have no difficulty understanding it or using it.

The initial training session is by invitation only, but there will be an opportunity for the general public to attend training at a later time. The session is expected to take 45 minutes. More Webinar details can be found at <http://www.redhorsesystems.com/businessbuilder>.

FOR RELEASE 9 A.M. PST, MAY 7, 2012

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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.

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