

Contact: Connie Koch
RedHorse Systems, Inc.
Phone: (888) 831-9012
Fax: (888) 831-9012

2711 Centerville Rd., Ste 120
Wilmington, DE 19808
www.redhorsesystems.com



PRESS RELEASE

RedHorse Competes to be the Best in the World in CRM Idol 2012

What's better than winning CRM Idol? Nothing, that's what. RedHorse Systems is all about winning; usually, it's their clients who win. Now it's their turn.

La Quinta, CA, August 8, 2012:

Get Ready CRM Idol 2012

As far back as 2011, Connie Koch, founder and lead developer of RedHorse Systems, dreamed of being an Idol. Not for the fame, the adoring fans, or even the makeover from software developer to international CRM bombshell. Actually, yes, it was for the fame, fans, and makeover. But it was also to show the world that RedHorse is a force to be reckoned with. Get ready, world; Ms. Koch is dusting off her diva shoes and competing in the second season of CRM Idol.

This competition seeks to discover the brightest talent and highlight the innovative work of small CRM and social software businesses from around the world. Participants will get their chance to wow the judges and show off more than their software development skills; CRM Idol wants the whole package: understanding of the business process, prowess in the social space, a solid company, and a winning attitude.

RedHorse is ready. Connie Koch is confident that RedHorse's products and services are not only prepared for the rigorous judging panel but for companies and organizations all over the world.

RedHorse had its own mini-Idol process when choosing customer references because of the intense interest. An overwhelming number of clients requested to participate in testimonials, use studies, and in the video showcase.

This demonstrates the caliber of RedHorse's clients, as well as their confidence in the work Ms. Koch's team does for them. The eagerness to participate reflects the value of RedHorse's CRM

FOR RELEASE 9 A.M. PST, AUGUST 8, 2012

MORE

products and services and the benefits they provide for their clients. One such satisfied client reports:

"Due to the complexity and the heavy documentation that comes with this business we knew we needed a customized CRM solution that could handle our capacity and reduce inefficiencies. We initially thought we might have to build a CRM from scratch to meet our needs, but when we found RHS...we knew this was the solution we were looking for. It has reduced time spent on paperwork, improved relationships with our brokers, and given our sales staff easy access to tools that can help them excel."

With its resellers, RedHorse competes with CRM solutions including Microsoft Dynamics CRM and SugarCRM and is already a winner with many enthusiastic clients. Winning CRM Idol would give RedHorse access to resources, exposure, and advice that are often denied small CRM software developers. Ms. Koch also really wants the cool badge to post on their website.

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.