PRESS RELEASE

RedHorse Systems' Next Webinar Advises: Rethink Your Branding

RedHorse Systems presents its next "Building Your Business" webinar on October 31. Entitled "Putting People Back Into the Business Equation", the session explains how to create a personal, online brand that acts as a marketing tool for your organization. RedHorse Systems' webinars are presented by Independent experts, and are free and open to anyone who wants to "do business better". See http://www.redhorsesystems.com/businessbuilder for more information. Two more webinars are scheduled on November 7 and 14.

La Quinta, CA, October 30, 2012

"BUILDING YOUR BUSINESS": REDHORSE SYSTEMS' SECOND WEBINAR SERIES STARTS WITH A NEW VIEW OF ONLINE BRANDING

If you focus all your marketing attention on building a company brand, the next RedHorse Systems webinar may have some eye-opening information for you, says Connie Koch, RedHorse Systems founder and lead developer.

"Our presenter – Jeff Neasmith of All Roads Inc. – explains why 'the web needs you'," says Ms. Koch. "By that he means all of us benefit when thoughtful, knowledgeable people contribute to the online community."

According to Mr. Neasmith: "Those who are most visible on the Internet are not necessarily the most credible sources on their topics. Many of the most credible authorities are hard to find online." Called "Putting People Back Into the Business Equation", his presentation can help you take charge of your speciality via compelling inter-linked content that you control.

The second and third webinars in this RedHorse Systems series, on November 7 and 14, will cover how to use social media as it drives CRM into the future, and how to systematize business activities to generate better sales leads and conversions. Each of the presenters is an expert on his/her topic; none of them is a RedHorse Systems employee.

To participate in the webinars, contact an authorized RedHorse Systems dealer or visit RedHorse online – http://www.redhorsesystems.com/businessbuilder.

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit http://www.redhorsesystems.com. Sign up on Twitter to follow @RedHorseCRM. 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 software for small- and medium-sized businesses (SMB). RedHorse CRM integrates closely with Microsoft® Outlook®, Intuit® QuickBooks® and Google to create a complete business system containing the ability to produce quotations and proposals, automatic bookings, work tickets, and project management, as well as marketing campaigns that include lead tracking. CRM information can be synced to mobile devices.