

Soffront Receives 2008 TMC Labs Innovation Award

Soffront CRM 8.7 Honored for Innovation

For Immediate Release

FREMONT, Calif./EWORLDWIRE/Aug. 21, 2008 --- Soffront(R) Software Inc. (<http://www.soffront.com>) today announced that Technology Marketing Corporation (TMC) has named Soffront as a 2008 TMC Labs Innovation Award winner from Customer Interaction Solutions magazine.

"We are pleased to receive this prestigious award recognizing innovation," said Manu Das, Soffront president and founder. "Since 1992, we have continued to demonstrate innovation by adding easy-to-use, powerful features to our popular CRM solution. In the latest release of Soffront CRM version 8.7 we have introduced many innovative, record breaking features that are helping our customers to become more productive and grow their business faster."

Soffront CRM spans the enterprise with integrated CRM for sales, marketing, customer service, knowledge base, help desk, project management, issue tracking and more. Soffront CRM helps companies be more competitive by better facilitating information with current customers, potential customers, employees, partners, and suppliers. Soffront offers a variety of implementation options including on-demand, on-site, host-to-purchase, and concurrent or named seats.

"Soffront has clearly demonstrated to the staff of TMC Labs that Soffront CRM 8.7 is truly innovative in the CRM and contact center industries. Soffront has made significant contributions in the advancement of this industry," said Nadji Tehrani, founder and chairman of TMC, and publisher of Customer Interaction Solutions. "We're proud to reward this outstanding accomplishment with a TMC Labs Innovation Award this year."

"Soffront deserves this great honor for creating a ground-breaking product. Soffront CRM 8.7 has demonstrated raw innovation and offers unique features," added Tom Keating, CTO and TMC Labs' editorial director. "I look forward to seeing other innovative solutions from Soffront as the company continues to contribute to the future of the CRM and call center marketplace."

The TMC Labs Innovation Awards honor products that demonstrate raw innovation, unique features, and significant contributions toward improving communications technology. The TMC Labs Innovation Awards are not granted only to the best-selling products but instead to those representing a significant contribution to the industry.

The TMC Labs 2008 Innovation Award highlights will be published in the September and October 2008 issues of Customer Interaction Solutions magazine.

About Soffront

A CRM pioneer since 1992, Soffront Software Inc. has the experience, technology and focus for mid market companies seeking CRM solutions. Flexible, powerful, and affordable, Soffront CRM is designed to readily adapt to a company's processes, workflows and users. Soffront's installed base includes Fortune 500 companies, small-to-mid-sized businesses, federal, state, and local governments. Soffront is privately held, debt-free, and profitable.

About Customer Interaction Solutions

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. Please visit '<http://www.cismag.com>'.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping clients build communities in print, in-person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. For more information about TMC, visit '<http://www.tmcnet.com>'.

Soffront Contact:
Alison Golan
904-230-0349

TMC Contact
Mostafa Razzak
JMR Worldwide
646-442-3361
m.razzak@jmrworldwide.com

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CONTACT:

Manu Das
Soffront Software Inc.
45437 Warm Springs Blvd
Fremont, CA 94539
PHONE: 510-413-9000
EMAIL: manu@soffront.com
<http://www.soffront.com>

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