

FOR IMMEDIATE RELEASE

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HALIFAX NS, CANADA

**St. Francis Xavier University;
Building a Strong CRM System One Step at a Time**



Halifax (June 18, 2008) - Azorus Inc., a CRM software and services firm focused exclusively on the higher education market is pleased to announce that St. Francis Xavier University (StFX), one of Canada's top undergraduate universities, is building on the success of last year's recruitment efforts with Digital Recruit by acquiring the entire suite of CRM capabilities from Azorus.

StFX began the fall 2007 recruiting cycle using the Azorus Digital Recruit solution to capture prospective student information electronically and automatically deliver email to students immediately following a recruitment event. Having been able to personalize the response to 3000 prospective students the same day they met them, StFX has tasked Azorus to take them to the next level of personalized student recruitment.

StFX's Director of Admissions and Recruitment, Robb Parker voices "ensuring that our entire recruitment effort is personalized to each student is critical to us retaining our high profile. The Digital Recruit solution certainly helped us enhance our presence with today's students and adopting the Azorus CRM system in its entirety allows us to not only build on that level of personalization, but also to streamline many other internal processes."

In a province with a declining prospective student population, along with ten other universities, competition for students is fierce. For StFX, the Azorus CRM system will not only allow them to do a better job wrapping their arms around these students, but to also foster relationships with students in other markets. Says Parker, "Being able to maintain the percentage of Nova Scotia students is vital to our institutional philosophy. In order to do that, we believe that Azorus will offer us a competitive advantage in terms of speed and personalization, which combined, will put us as a first choice for students in the region."

While maintaining a regional balance is important, other markets are clearly in their crosshairs. As summarized by Parker, "The allure of the Azorus platform is the ability to build not only better relationships, but more of them. Being able to deliver equally high levels of service to students in other countries, two provinces away, or down the street will ultimately help us demonstrate what students should expect once they get here."

About Azorus

The Azorus CRM suite of tools has been exclusively designed for higher education. Azorus is a best of breed provider of relationship management solutions that delivers timely, useful information to prospective students. The company works with clients in the United States, Canada and the UK.

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