

FOR IMMEDIATE RELEASE
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**Mercyhurst College selects Azorus CRM solution
College takes a proactive approach to managing prospective
students**

Halifax (July 21, 2008) - Azorus Inc. (www.azorus.com), a CRM software and services firm focused exclusively on the higher education market is pleased to announce that Mercyhurst College, Erie, Pennsylvania has selected the company's CRM and Digital Recruit solutions. This suite of CRM capabilities will help the college optimize recruiting efforts by delivering personalized communications to prospective students.

Mercyhurst College is taking a unique approach to managing its prospective students by implementing a CRM solution; optimizing processes, while growing their reputation as an innovative private institution, Mercyhurst College is the first institution to utilize the Digital Recruit solution in the United States.

The Digital Recruit solution captures prospective student information electronically and automatically delivers personalized emails to students immediately following a recruitment event. Coupled with the Azorus CRM capability, this will create a powerful, yet easy to use solution that enables the recruitment office to personalize and automate communications for prospective students. Using the portal capabilities, as well as a host of other electronic based communication tools, Mercyhurst College is preparing to advance their capabilities in speaking with today's Digital Native students.

Following an extensive CRM selection process, Mercyhurst selected Azorus because they want to work with a CRM vendor that understands their unique needs and has excellent relationships with their other customers. Christopher Coons, Director of Admissions voices, "Azorus brings two important pieces together for us with this solution; an exemplary support model to build a business partnership and a unique suite of tools enabling us to greatly enhance the way we currently manage and communicate with our prospective students."

About Azorus

The Azorus CRM suite of tools has been exclusively designed for higher education. Azorus is an experienced and expert 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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SOURCE: Azorus, Inc.

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