

Leading CRM Provider Names Sanford Group as Marketing Partner

HOUSTON, November 4, 2005 - Dovarri, Inc., a new breed of Sales Force Automation (SFA)/Customer Relationship Management (CRM) provider, has named Sanford Group as its marketing partner.

The usability of Dovarri's newest, customizable, and mobile CRM solution, version 6, has impressed the likes of sales guru Jeff Gitomer, Hewlett-Packard, and the University of Houston's prestigious Bauer College of Business, along with 1,000 other customers, who now use it to manage their own sales force. Dovarri has selected Sanford Group, with its history of successful product launches, to propel their new product line and their company to the next level of success.

Dovarri is web-hosted software that was designed by sales people for sales people. Their flexible, user-friendly, mobile, sales solutions improve productivity on the road and are notebook, PDA and tablet PC compatible. Using Dovarri, sales teams can work more efficiently and effectively, while management gets the real-time reporting it needs to maintain a clear picture of the entire sales operation.

"We have made steady progress in the last few years and have become a trusted tool for over 1,000 customers," said Dovarri's President and Chief Executive Officer Geary G. Broadnax. "Now we are ready to move to the next level where intense planning and marketing is needed to reach the multiple audiences who will eventually benefit from our product. We chose Sanford Group because they understand the technology market and the strategies needed to create winning results for us."

"We're very excited to be part of Dovarri's team," said Ronnie Sanford, Chief Executive Officer of Sanford Group. "Dovarri provides the only CRM product truly optimized for sales force automation and we see multiple ways of furthering its current success."

About Dovarri:

Dovarri, Inc. builds and delivers SFA/CRM solutions that help sales people close sales. Every organization implementing a CRM solution experiences resistance to that solution if it forces a new process or methodology on its users. Dovarri succeeds where so many others have failed because our solutions truly can be adapted to match the existing process, methodology and terminology of our customers. This flexibility effectively reduces the amount of time needed to learn the solution, thus increasing the amount of time available for selling. Dovarri was founded in 1993 and is headquartered in Houston, Texas. Dovarri solutions are designed and built by sales people for sales people. For more information, please visit www.dovarri.com.

About Sanford Group

Sanford Group helps clients improve their business performance by ensuring that new products, tangible or intangible, are developed successfully and launched in the most effective manner. Recognizing that more than half of all new offerings fail, Sanford Group collects and analyzes market data to create actionable strategies that resonate with



customers. Sanford Group services include strategic marketing, marketing communications, design services and consulting. For more information, please visit www.sanford-group.com.

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