

Workbooks.com and InvisibleCRM Partner to Enhance Workbooks.com CRM Integration with Microsoft Outlook

A new solution that tightly integrates Workbooks.com CRM and Microsoft Outlook and provides a fully-featured CRM workspace built right in Outlook

Mountain View, CA and Reading Berkshire, UK — March 4th, 2010 — Workbooks.com (www.workbooks.com), the leading provider of CRM and business applications delivered via Software-as-a-Service (SaaS) to the small and mid-size enterprises (SMEs) and InvisibleCRM (www.invisiblecrm.com), a technology provider of tools engineered to bridge the gap between enterprise and personal productivity applications, announced today that they have signed a partnership agreement. The two firms will jointly create a new Outlook integration offering for Workbooks.com based on InvisibleCRM's InvisibleSync Bridge and OutlookBridge technology platform.

The new offering will allow users of Workbooks application suite to integrate contacts, appointments and emails with Microsoft Outlook increasing usability and productivity even when they are offline. Additional enhancements will more fully integrate Workbooks CRM and Outlook, allowing Workbooks users to manage their core CRM data from within the Outlook client.

“By providing our users instant access to the CRM data and components of Workbooks from within the Microsoft Office suite, we can dramatically increase their productivity, data quality and adoption rate,” said John Cheney, Workbooks.com CEO. *“By partnering with InvisibleCRM, we can deliver World class Outlook integration to our customers quickly and effectively.”*

“We are proud to partner with Workbooks.com. They have a remarkable SaaS business suite that provides incredible value to the SME marketplace”, said Vlad Voskresensky, CEO of InvisibleCRM. *“Our partnership focus is to extend that value by providing a single place to manage all of a client's CRM data within Outlook and an elegant approach to melding customer information found in email into the Workbooks.com environment. Access offline means taking Workbooks.com with you anywhere and anytime.”*

About InvisibleCRM

InvisibleCRM is a technology provider of tools engineered to increase user adoption and ROI of enterprise applications by seamlessly integrating them into the way businesspeople work every day. These tools enable users to work with their customer and corporate information, without leaving their favorite applications – Microsoft Outlook, Lotus Note and the Windows environment. InvisibleCRM was named Cool Vendor by Gartner and was an “Under the Radar” winner in 2007.

About Workbooks.com

Workbooks.com (www.workbooks.com) provides a suite of easy-to-use business applications designed specifically for small and mid-size organisations to run their business - already fully integrated and delivered via Software as a Service (SaaS). Workbooks CRM and Workbooks Business comprehensively support organisations' business lifecycle, including sales, marketing, sales order management, invoicing, customer service and purchasing and supplier management.

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