



NEW ENGLAND COLLEGE SELECTS INTELLIWORKS' ORION CRM PLATFORM

Web-based, On-Demand CRM Solution to Enable Undergraduate Relationship Marketing

Rockville, MD — July 23, 2007 — Intelliworks, Inc., the leader in customer relationship management (CRM) solutions for higher education, today announces that New England College (NEC), an independent liberal arts college located in Henniker, New Hampshire, has selected Orion to manage and streamline the marketing and communications functions of its undergraduate admissions department.

"Higher education today is becoming increasingly competitive and the necessity to effectively communicate institutional messaging has become even more critical to success. Intelliworks provides us the tools to build targeted communication plans that effectively utilize our resources and budget. We see the Orion solution as a vehicle to accomplish more with less," said Diane Raymond, director of admission for New England College. "Orion empowers our team to seamlessly manage all relationship marketing and communications interactions with our constituents in a single place. With its fast deployment, ease of use, and affordable pricing structure, Orion provides compelling value to any individual and team to take control of their CRM needs."

New England College's undergraduate admissions office is responsible for managing relationships with a variety of constituents including prospective students (both in the United States and around the world), guidance counselors, independent college admissions consultants, and officials at a number of two-year schools. Orion's centralized contact database enables fluid constituent interactions and follow-up for all members of the department, as well as a single historical record of all communication.

"Our Orion solution was developed with the needs of schools like New England College in mind," said Dev Ganesan, chairman and co-founder of Intelliworks. "NEC was attracted to Orion's simple configurability, rich user experience and robust collaboration capabilities. Intelliworks provides a CRM solution for NEC's undergraduate admissions team that is easy to use and requires no time investment from the college's information technology team."

For more than 50 years, New England College has offered undergraduate, graduate and professional programs leading to the degrees of Bachelor of Arts, Bachelor of Science, Master of Education and Master of Science. The college currently has more than 1,000 undergraduate and 500 graduate students enrolled.

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About Intelliworks

Intelliworks is the leading provider of on-demand relationship marketing software for higher education enabling institutions to effectively communicate with prospects, applicants, students, and alumni. Intelliworks offers the only on-demand solution that infuses higher education processes with best of breed CRM technology that is fast, easy, and affordable. Please visit <http://www.OrionOnDemand.com>.

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