



INTELLIWORKS UNVEILS ORION

Higher Ed CRM Leader Introduces Relationship Management Solution for Administration Teams of All Sizes

Rockville, MD — July 23, 2007 — Intelliworks, Inc., the leader in customer relationship management (CRM) solutions for higher education, announces the availability of Orion – a fast, easy, and affordable relationship management solution for individuals and teams of all sizes. Orion is now available online at <http://www.OrionOnDemand.com>. Intelliworks also announces New England College as a new Orion customer (see “New England College Selects Intelliworks Orion CRM Platform”).

There is a large and growing need among education administrators to manage campus events, promote new course offerings, and track all contact with prospective students, and Orion provides the ability for colleagues to collaborate and coordinate on these tasks through a user-friendly interface. For example, recruiters and marketers can quickly import people into a central repository through a spreadsheet and start directing marketing campaigns in a more personalized way. Alumni relationship managers can send out monthly newsletters to their entire database and track the history of all contact data in a single location; Orion provides answers about who received the newsletter, who opened it, and which alumni clicked on embedded links.

“Since its inception, Intelliworks has focused exclusively on providing relationship marketing solutions to institutions of higher education, and Orion is a clear demonstration of the company's commitment and leadership in this area. Orion combines remarkable innovation, applied understanding of the unique CRM needs of higher ed, and truly outstanding value,” said Todd Gibby, chief executive officer of Intelliworks. “We believe Orion, which is fast, easy, and affordable, will dramatically expand the community of higher education administrators using relationship marketing solutions to support success at their institutions.”

Orion provides rapid startup and continuous software updates through its Software-as-a-Service (SaaS) delivery model. It also offers a 360° view of all contacts – a complete record of all communication with each contact in one centralized location – and is designed for use by individuals, teams, small-to-mid-sized programs, and departments. Orion's measurement capabilities allow users to track and quickly evaluate the effectiveness of their marketing campaigns and programs, throughout the constituent lifecycle.

“Orion will have a revolutionary effect on how higher education buys and uses software moving forward because budgets are tight and technology resources are limited,” said Sudeep Dharan, vice president of engineering at Intelliworks. “With Orion, there is no software to install and no long implementation cycles. Just login and use it.”

Pricing and Availability

Orion is currently available in two versions – *Professional Edition* for the single user and *Team Edition* for group collaboration. Pricing starts at \$100 per month for individual users. Visit <http://www.OrionOnDemand.com> for more information and sign up for a free 30-day trial.

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About Intelliworks

Intelliworks is the leading provider of 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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