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Sales Simplicity Gathers Notable Sales Momentum Among ``Big Builder" Customers for its Sales and CRM Software

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Sales Simplicity, the leading sales automation, contact management, and CRM tool for production homebuilders, today announced it has recently gained new momentum in its quest to be the nation's leading Big Builder "front office" sales solution. Among its growing list of customers are five of the top 200 builders. These builder--which include Armadillo Homes (986 annual starts), Brookfield Homes (1,582 annual starts), Capital Pacific Homes (1,707 annual starts), ICI (1,934 annual starts), and Main Street Homes (470 annual starts)--use Sales Simplicity to manage, collectively, more than 6,600 starts and avail themselves of such features as dynamic reports on total home price, disposition of deposited funds, new-home-options transaction history, lot and mortgage selection tracking, demographic analysis, and four different security levels.

These builders are considered Big Builders, because they are listed by Builder magazine in its annual listing of the top 200 home builders, as ranked by annual starts. Beyond the Builder 200 list, Sales Simplicity counts many large builders among its notable customers, such as The



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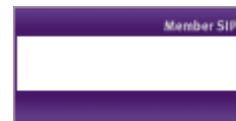
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Sales Simplicity is already the best-selling, fastest-growing sales, CRM, and internet lead management software system in the home building sector. With the current interest that Sales Simplicity is generating among America's largest builders, Sales Simplicity is poised to move dramatically up-market in 2007, with the addition of more marquee customers among the Builder 200.

Sales Simplicity recently announced that it achieved 35% year-on-year growth in 2006. With the new year just underway, Sales Simplicity has already seen remarkable sales activity that will easily double the company's size again in 2007. With the current slowdown in the home building sector, Sales Simplicity's success is that much more remarkable.

Pre-integrated into BuilderMT-Timberline, JD Edwards, Corrigo, Punchlist Manager, Builderfinish, FAST, and Envision, Sales Simplicity is the software with the fastest implementation available industry-wide. Today, more than 175 builders enjoy the features of Sales Simplicity Software,

"We have always had a great market position among larger mid-market builders, but recently we have seen a spike of interest among the nation's very largest builders," said Sales Simplicity's Barry Forbes. "They are drawn to our web-based software, which has been designed specifically for them and which knows no limits in terms of the number of starts it can accommodate. We expect to see substantial growth in 2007 in this market sector."

About Sales Simplicity

Sales Simplicity Software, Inc., based in Chandler, Arizona, is the creator and marketer of the leading sales automation, CRM contact management and eLead Management tool for new single family, condo, and multi-family builders and developers. Sales Simplicity also markets SalesSimplicity MF, for the multi-family marketplace.

Sales Simplicity automates the sales and options-selection processes and it can be accessed entirely over the Web, even with just a dial-up connection. In addition to automation of the sales process, Sales Simplicity offers dynamic reports on total home price, disposition of deposited funds, new-home-options transaction history, lot and mortgage selection tracking, demographic analysis, and four different security levels (builder, division, sub-division and agent). Reports from Sales Simplicity Software can be generated and viewed through Crystal Reports(R). Written in Visual Basic, Visual Interdev and VB.Net (with a SQL database), Sales Simplicity uses XML and web services to feed virtually any back-end production and/or accounting system.

To increase speed and load times, Sales Simplicity uses Application Streaming to ensure unparalleled speed and performance across the Internet. For more information about Sales Simplicity, call (480) 892-2500 or visit www.SalesSimplicity.net

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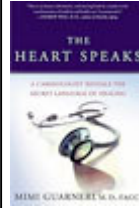
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