

Verticals onDemand and TerrAlign Partner to Deliver Integrated CRM and Sales Resource Optimization Capabilities for Life Sciences Companies

PLEASANTON, CA and ASHBURN, VA – April 5, 2007 – Verticals onDemand, a leading provider of industry-specific onDemand CRM solutions delivered on the Salesforce Platform, and TerrAlign, a leader in Sales Resource Optimization (SRO), announced that the companies have partnered to provide life sciences companies with a complete solution for the creation, optimization, implementation, and maintenance of territory alignments.

Verticals onDemand delivers fully functional onDemand CRM applications designed specifically for the global biotechnology, pharmaceuticals, and medical device industries. The company's flagship products, VBioPharma and VMedical, will be tightly integrated with TerrAlign's sales resource optimization software, TerrAlign 4 and TerrAlign eMap.

The TerrAlign Group provides market-leading solutions that enable organizations to optimize and manage the deployment of sales resources. TerrAlign already provides sales resource optimization solutions to several leading pharmaceutical and medical products companies, including three of the five pharmaceutical companies recently noted in *Fortune Magazine's* Most Admired Companies list as 'industry stars.'

"Efficiently managing territory alignments is a key requirement for CRM success in the life sciences industry," explained Matt Wallach, vice president of sales & marketing at Verticals onDemand. "With this integrated solution, companies can optimize the geographic deployment of their sales resources, while simultaneously maximizing their representatives' day-to-day effectiveness and efficiency."

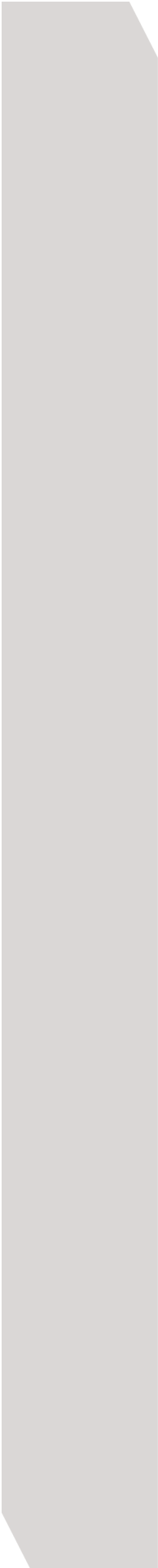
With TerrAlign's mapping, optimization, and realignment features, users can visualize and analyze data to design profitable territories. Combined with direct access through VBioPharma and VMedical, field managers can evaluate territory configurations and update account or geography assignments right in their onDemand CRM system. TerrAlign also provides strategic services that include promotional response modeling, field force sizing, account profiling, call planning, territory optimization, and territory realignments.

"Having already integrated our solutions on Salesforce.com's AppExchange, and knowing that the life sciences market has specific CRM requirements, it was a pleasure to see the formation and emergence of Verticals onDemand. We can immediately integrate with VBioPharma and VMedical, delivering the most complete, industry-specific CRM solution," said TerrAlign's Jean-Yves Kainic, vice president, client solutions. "With TerrAlign's roots in the life sciences industry, ongoing consolidation in the CRM market, the strong history of the Verticals onDemand team, and their technology choice of the Salesforce Platform, it was an easy decision to partner with them."

Life sciences companies can now deploy easy-to-use CRM applications with no upfront costs, no software to install, no hardware to maintain, and no upgrade costs that come pre-integrated with the leading territory optimization software. General availability of the integrated solution from TerrAlign and Verticals onDemand is planned for Q2 2007.

About TerrAlign

The TerrAlign Group (www.terralign.com), founded in 1987, provides Sales Resource Optimization software and services to a wide variety of Global 2000 companies. The TerrAlign Group developed the world's first desktop-based territory optimizer almost two decades ago for a



leading pharmaceutical company, and is now the first and only software vendor to deliver a Territory Alignment & Optimization solution on the Salesforce Platform. TerrAlign also provides strategic services that include promotional response modeling, field force sizing, account profiling, call planning, territory optimization, and territory realignments. TerrAlign customers benefit from increased sales revenues and market share, decreased travel costs and reduced turnover.

About Verticals onDemand

Verticals onDemand leverages the Salesforce Platform to deliver onDemand customer relationship management (CRM) solutions for specific industry segments. Founded by software industry veterans, the company combines deep industry domain expertise, CRM deployment experience, and Software as a Service (SaaS) operations savvy with the Salesforce Platform, the world's first multitenant, on-demand platform. With an initial focus on the life sciences industry, Verticals onDemand customers will achieve the fastest time to value through the deployment of fully functional CRM applications that are simple to deploy, inexpensive to operate, and provide a superior user experience.

Verticals onDemand is a privately-held company headquartered in Pleasanton, CA. For more information, visit www.verticalsondemand.com.

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