



## **SEDONA CORPORATION AND SHARE ONE PARTNER TO DELIVER MRM CAPABILITIES TO CREDIT UNIONS**

SEDONA Corporation, a leading provider of Customer and Member Relationship Management (CRM/MRM) solutions for financial services organizations, today announced an agreement with Share One, Inc., to deliver Member Relationship Management (MRM) application and services to their clients.

Headquartered in Memphis, TN, Share One has provided technology solutions for credit unions for over 30 years and currently serves over 60 credit unions nationwide with asset sizes ranging to over \$1 billion. Share One is a CUSO whose Board made up of credit union CEO's and professionals who are deeply committed to the credit union movement.

Share One's powerful core processing system, NewSolutions, is built on a Microsoft platform providing an intuitive, user-friendly, environment. Share One provides a variety of proprietary and third-party system enhancements for NewSolutions that are designed to deepen and enhance credit union member relationships. These enhancements can be integrated at the time of conversion or installed later.

One of these system enhancements is SEDONA's "Intarsia", a flexible, out-of-the-box MRM system that has been highly integrated with the NewSolutions SQL Server database system. Share One clients will be able to take advantage of this comprehensive MRM tool with the same seamless integration they have come to expect from NewSolutions.

"SEDONA Corporation shares our commitment to deliver innovative products that enable credit unions to take advantage of the unique opportunities in today's business climate," said Daryl Tanner, President and CEO at Share One, Inc." "Intarsia will help us extend the value proposition of NewSolutions by offering important features for member relationship management including profit management, market analytics and business process management to support a sales culture within credit unions."

SEDONA President and CEO, Scott Edelman commented, "As a CUSO, Share One ownership is shared by employees and credit union customers. They are therefore uniquely positioned to fully understand the challenges, needs, and available solutions in the credit union industry. It is this distinctive industry knowledge that led them to develop NewSolutions, and we are proud and excited that they have chosen SEDONA to meet their customers MRM application and services needs."

**About Share One, Inc.**

Share One, Inc. has been a leading developer of credit union management software systems since 1974. Share One is a CUSO which has a client base of credit unions with assets ranging to \$1 billion. Their innovative core-processing product, NewSolutions, provides a full range of software advancements including: integrated cross selling, relationship pricing, marketing report writer, and a consumer/commercial lending package. Share One delivers superior support, training, consulting, and IT services to credit unions all over the United States and boasts a 100% client retention rate. For more information about Share One call 800-866-0766 or visit online at [www.shareone.com](http://www.shareone.com).

Share One SALES CONTACT:  
Don Conrad  
Tel: 800-888-0766 ext. 115  
Email: [dconrad@shareone.com](mailto:dconrad@shareone.com)

Share One MEDIA CONTACT:  
Daryl Tanner  
Tel: 800-888-0766 ext. 101  
Email: [dtanner@shareone.com](mailto:dtanner@shareone.com)

### **About SEDONA Corporation**

SEDONA® Corporation (OTCBB: SDNA) provides critical marketing, sales, and servicing technology solutions and services specifically tailored to the financial services market. SEDONA's *Intarsia*, combines MCIF, Contact Management, Campaign Tracking, Client and Product Profitability, Householding, Modeling, and Sales and Referral Management solutions into one application. One system encompasses multiple solutions...with the advantage that all the solutions within the Intarsia application share a central database that is both a source and a repository of information providing *Intarsia* clients with a truly complete picture of their client's relationship, interactions and value to the company accessible to everyone. SEDONA's clients effectively identify, acquire, foster, and retain loyal, profitable customers. For additional information, visit the SEDONA web site at [www.sedonacorp.com](http://www.sedonacorp.com) or call 1-800-815-3307.

### Forward-Looking Statements

Statements made in this news release that relate to future plans, events or performances are forward-looking statements. Any statement containing words such as "believes," "anticipates," "plans," or "expects," and other statements which are not historical facts contained in this release are forward-looking, and these statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.

SEDONA® and Intarsia® are registered trademarks of SEDONA Corporation. All other trade names are the property of their respective owners. This press release and prior releases are available on the SEDONA Corporation web site at [www.sedonacorp.com](http://www.sedonacorp.com).

SEDONA INVESTOR CONTACT:  
Steve Ficyk

SEDONA MEDIA CONTACT:  
Michelle Brown

Tel: 1-216-373-6856  
E-mail: [stevef@sedonacorp.com](mailto:stevef@sedonacorp.com)

Tel: 1-610-337-8400  
Email: [michelleb@sedonacorp.com](mailto:michelleb@sedonacorp.com)