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FirstWave Wins ISM's Top 15 CRM Enterprise Software Award 2008

FirstWave Outperforms Other Enterprise Apps for Second Consecutive Year

ATLANTA, GA. May 8, 2008 – FirstWave Technologies, Inc., a provider of on-demand marketing solutions for lead generation, scoring and nurturing, announced today that its *FirstWave CRM v. 3.1* solution was selected by ISM Inc., Customer Relationship Management (CRM) and Contact Center strategic advisors, as a *Top 15 CRM Enterprise Software Award for 2008*. This is the second consecutive year that ISM has named FirstWave to its Top 15 Award list. The Top 15 are divided into two categories—1) Enterprise and 2) Small & Medium Business (SMB)—to reflect the changes and growth of the CRM marketplace.

"FirstWave's solution features robust lead generation features including Google AdWord tracking and the ability to feed email and e-newsletter campaign results directly into the marketing application, score leads and prioritize nurturing activities," said John Chan, Software Lab Director, ISM, Inc.

FirstWave was chosen after intensive testing by the ISM Software Lab at its Bethesda, Md.-based headquarters. Each package was rated according to 217 selection criteria, including 103 business functions, 52 technical features, 36 implementation capabilities, 9 real time criteria and 17 user-support features.

"FirstWave Technologies is to be praised for obtaining the Top 15 honor as ISM's software selection process is strenuous and comprehensive," said Barton Goldenberg, president, ISM.

The Top 15 selections are featured in ISM's 16th edition of *The Guide to CRM Automation* and in a Top 15 CD available at (www.ismguid.com).

About ISM

Founded in 1985, ISM Inc. offers strategic advisor services to organizations planning and implementing Customer Relationship Management (CRM), Contact Center initiatives and Digital Client initiatives. ISM annually publishes *The Guide to CRM Automation* and Top 15 CRM and Real Time CRM software reviews. Barton Goldenberg, founder and president of ISM, is the author of *CRM in Real Time* (published by Information Today) and *CRM Automation* (published by Prentice Hall) and is a columnist for a number of publications including *CRM Magazine*. ISM private sector clients include AAA, Amtrak, Delta Faucet,



ExxonMobil, IBM, Lucent Technologies, McGraw-Hill, Nike, NYSE, PepsiCo, Roche, T. Rowe Price, United Way and Xerox; ISM's government clients include the Department of Defense and the US Postal Service. www.ismguide.com.

About FirstWave Technologies, Inc.

FirstWave provides on-demand solutions to generate, score and nurture leads. Solutions include online ad tracking, email campaigns, and e-newsletters as well as a robust marketing application to design, implement and track campaigns. For details, visit www.firstwave.net, or contact FirstWave at 678-672-3100 or info@firstwave.net.

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