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c360 Continues Focus on Expansion of Technical, Sales and Marketing Teams To Support Growing Customer and Partner Base

ATLANTA, GA – May 23, 2012 – c360, a leading provider of Microsoft Dynamics CRM add-on tools and utilities, has added five key team members to expand the company's support, sales, and marketing efforts. Ricky Aguilar joins the organization as partner account manager, Damon Mackey, Sergel Gusev, and Abay Bulgatov join as senior technical support associates, and Ginger Sinton joins as marketing director.

"We promised the client base and the partner channel that we were going to invest heavily to strengthen and grow the c360 organization. During the past several months, we have done exactly what we said we were going to do and the company has grown tremendously. This has created a need for additional expansion in key areas of our business," said Whit Mclsaac, president and CEO of c360. "Ricky, Damon, Sergei, Abay and Ginger bring a powerful mix of software support, help-desk, sales and marketing expertise, as well as a deep understanding of Microsoft Dynamics technology. Their experience and knowledge will be a tremendous asset to the company and will greatly benefit our customers and partners around the world. We are excited to have these five professionals join our growing team at c360."

Ricky Aguilar joins c360 as partner account manager with more than 10 years of experience in sales and partner channel management. Most recently Ricky was a senior field account manager with Hewlett Packard in Atlanta. In addition to working directly with customers, Ricky's role at c360 will focus on development and support of the worldwide partner channel, including educating partners on the new c360 products, such as Relationship Charts.

Damon Mackey joins c360 as senior technical support associate with more than 25 years of experience in IT, support and hosting services. Most recently Damon worked for 12 years at Web.com with increasing areas of responsibility including support, help-desk and call center management roles. Damon will support c360 customers on a day-to-day basis with respect to the legacy c360 products and he will be tasked with working closely with the development and support teams in St. Petersburg, Russia on strategic product initiatives.

Sergel and Abay join c360 to round-out the technical support team in Europe, while playing a critical role in the tier two and tier three support resources. Between the two of these great resources, c360 adds more than 10 years of Microsoft Dynamics technical expertise. In addition to their support roles, Sergel and Abay will be working hand-in-hand

with the product development and quality assurance teams to create a higher degree of collaboration between support and development.

Ginger Sinton joins c360 as director of marketing with more than 20 years of experience in the marketing and graphic design. Ginger has recently earned a Master's degree in professional writing from Kennesaw State University. Prior to joining c360, Ginger ran her own full-service marketing, public relations and design business. In her role at c360, Ginger will oversee all strategic marketing initiatives for the organization, including external communications, product branding, advertising, website redesign and media relations.

About c360

c360 Holdings, LLC is a leading provider of add-on products, industry solutions and development tools for the Microsoft Dynamics CRM platform. c360 products are sold through a network of over 500 authorized partners that have delivered c360 solutions to more than 2,200 customers worldwide. c360 Holdings, LLC serves a wide range of customers in the High-Tech, Financial Services, Manufacturing, Distribution, Professional Services and Retail industries, among others. For more information visit **www.c360.com**.

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