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Contact:

Ellen DePodesta

Ellen DePodesta Communications

773-878-1008

edepodesta@sbcglobal.net

Model Metrics Affirms Leadership and Commitment to Growth With Appointment of Marketing Vice President Dave Dahlberg

CHICAGO – Model Metrics, a leading Software-as-a-Service (SaaS) technology and services company, has appointed David Dahlberg Vice President of Marketing.

With 10+ years of software marketing experience at salesforce.com, Siebel Systems, and Oracle Corporation, David will drive the market strategy for Model Metrics as it solidifies its position as the leading Software-as-a-Service delivery partner of salesforce.com and accelerates investment in application development on salesforce.com's Force.com platform.

Based on its close partnership with salesforce.com, Model Metrics and its portfolio of products and services has grown from sales force automation implementations to large-scale solutions leveraging the company's innovative technology, business process and change management expertise across both customer relationship management (CRM) and non-CRM related initiatives.

"Model Metrics has emerged as a national leader in technology innovation, outstanding service and consulting expertise," Dahlberg said. "Our goal is to accelerate awareness of Model Metrics' assets and capabilities of unmatched application development skills and deep expertise in successful implementations on the salesforce.com platform. I believe the bench strength of the services organization, the ingenuity of the technology and products team, and the market opportunity for SaaS has paved the way for a great Chicago-based success story."

Prior to joining Model Metrics, David founded Marketing Lucidity, a marketing services firm that provides marketing operations and lead generation services. Previously, he was Vice President of Field Marketing, Operations, and International Marketing at salesforce.com. There, he spearheaded the development of the company's field marketing model and drove the growth of the international marketing groups. Prior to salesforce.com, David spent six years at Siebel Systems leading demand generation, field marketing, sales development, and international marketing.

David was awarded Siebel's Chairman's Circle Award on multiple occasions and received honors from the International Data Corporation (IDC) and the IT Services Marketing Association for best practices in sales and marketing alignment. He graduated from the University of Michigan Business School with an MBA in marketing and corporate strategy, and from Northwestern University with a BA in economics.

Model Metrics Chief Executive Officer Adam Caplan said, "David brings Model Metrics an outstanding blend of solid, strategic marketing skills and deep experience in the salesforce.com community. He is an invaluable asset to our leadership team and will benefit our firm as well as the companies we serve."

Model Metrics delivers applications and services at the cutting edge of the fast growing Software-as-a-Service industry. With a focus on technology, business process, and change management innovation, Model Metrics serves customers in all major industries and across North America. Its team of technologists and consultants has successfully completed hundreds of successful client engagements in both mid-sized and Fortune 1000 companies and its world-class application development skills enable clients to achieve complex business demands. Model Metrics' Force.com and Adobe Flex capabilities enable the creation of custom CRM and non-CRM applications utilizing salesforce.com, as well as personalized multimedia-rich salesforce.com applications that dramatically enhance the user experience. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 312.587.3037.