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Longtime Salesforce.com Senior Manager Joins Model Metrics to Lead Mid Market Sales

CHICAGO and SAN FRANCISCO – May 15, 2008 – Andy Ross, a longtime salesforce.com senior manager and a founding member of salesforce.com's corporate sales services group, has joined Model Metrics as Director of Corporate Sales.

Model Metrics, one of the nation's leading Software-as-a-Service (SaaS) technology and services companies, continues to undergo rapid growth as organizations nationwide turn to Model Metrics for its unparalleled application development, consulting and integration skills.

Ross leads the mid market sales efforts for Model Metrics. He is the latest in a number of salesforce.com veterans to join Model Metrics. At salesforce.com, he made substantial contributions to the organization's success, joining in 2001 and taking part in its creation of the Software-as-a-Service and Platform-as-a-Service industries. During his seven-year career at salesforce.com, he was a founding member of the corporate sales services group and was responsible for methodology development, project implementation and sales.

"Andy has an outstanding reputation and a great track record of working within the salesforce.com community, and we and our clients are immensely fortunate to have his expertise and insight," said Adam Caplan, Chief Executive Officer of Model Metrics. "Model Metrics continues to expand on many fronts, including new regional locations, market segments, and product and service offerings. We are very excited to have Andy help lead these initiatives."

Previous to salesforce.com, Andy sold advertising for the *Industry Standard* in San Francisco, and began his career as a high school English teacher in Milwaukee. He holds a Bachelor of Arts degree from Marquette University in Milwaukee.

Model Metrics' innovative technology and delivery solutions continue to set the standard for salesforce.com and the Force.com platform. At the Dreamforce Europe keynote address in London

in May 2008, Adam Caplan and salesforce.com CEO Marc Benioff demonstrated Model Metrics' use of Visualforce technology to create custom user interfaces for the Apple iPhone. The Model Metrics team of application development specialists is earning recognition and awards that solidly places them at the forefront of the industry.

Since its founding in 2003, Model Metrics has become one of salesforce.com's most diversified and respected partners. Headquartered in Chicago with offices in San Francisco, Detroit, Minneapolis and now Dallas, Model Metrics' customer base spans all industries and includes enterprises such as AAA, ABN AMRO, Allstate, Aon, CME Group, Honeywell, Lands' End, InfoUSA, Kellogg's, MasterCard, Morton Salt, Sara Lee, and Tribune Company.

Model Metrics delivers applications and services at the cutting edge of the fast growing Software-as-a-Service and Platform-as-a-Service industries. 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 exceed 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.