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Contact:
Ellen DePodesta
Ellen DePodesta Communications
773-878-1008
edepodesta@sbcglobal.net

Model Metrics Honored as the 2008 "Rising Star" by the Illinois Technology Association

CHICAGO – April 9, 2008 – Model Metrics, one of the nation's leading Software-as-a-Service (SaaS) technology and services companies, has been selected from among hundreds of applicants as the winner of the Illinois Technology Association (ITA)'s 2008 CityLIGHTS Rising Star award. The award honors the Illinois company that has emerged from its start-up phase to distinguish itself in the technology marketplace.

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 Detroit, San Francisco, Dallas and Minneapolis, Model Metrics' customer-base spans all industries and includes enterprises such as AAA, ABN AMRO, Allstate, Aon, The CME Group, Honeywell, Lands' End, InfoUSA, Kellogg's, MasterCard, Morton Salt, Sara Lee, and Tribune Company.

The company's success is due in part to its intense focus on customer success in solution delivery, as well as its innovation in application development and custom user interfaces on the Force.com platform from salesforce.com.

Model Metrics has assembled an industry-leading team of Force.com application development specialists who work with customers to build custom Salesforce solutions that leverage Visualforce, Adobe Flex, and Adobe Air. The team has developed applications to streamline call centers, enable location-based activities (geo-coding), and deliver offline capabilities for mobile teams via multiple devices such as the iPhone. Customers rave about the ease of use of their new solution, and more importantly, about the gains they make in efficiency and employee empowerment.

"Model Metrics has been an outstanding partner of salesforce.com for several years and has really set the bar for both technology innovation and implementation quality in our partner ecosystem. Their ability to leverage both the Force.com Platform as well as salesforce.com's CRM applications continues to deliver business success for our joint customers," said Bobby Napiltonia, senior vice president, worldwide channels and alliances, salesforce.com.

More than 700 attendees were on hand at ITA's ninth annual awards ceremony April 3 to hear the winners of the 2008 CityLIGHTS awards announced. The gala is the largest gathering of technology executives in the state.

"Model Metrics has emerged as a leading innovator in Software-as-a-Service implementations as well as application development on the Force.com platform from salesforce.com. We are delighted to honor its team of talented, hard working professionals," said Fred Hoch, president of the ITA. "Model Metrics has successfully attained a leadership position that epitomizes the concept of the Rising Star, and clearly defines itself as a force to be reckoned with not just in the state of Illinois, but nationwide."

"Software-as-a-Service is one of the mega-trends in the software industry that continues to develop in terms of its significance and impact," said Adam Caplan, Model Metrics Chief Executive Officer. "Our talented application implementation specialists have helped drive this growth and success, and we are seeing our custom Force.com applications increasingly embraced and leveraged by major corporations across the country. Our unparalleled expertise transcends beyond Sales Force Automation implementations to include some of the most innovative and effective custom solutions in the marketplace today."

Based on its close partnership with salesforce.com, Model Metrics and its portfolio of products and services has grown from relatively straightforward Sales Force Automation implementations to large-scale solutions leveraging the company's technology, business process and change management expertise across both Customer Relationship Management (CRM) and non-CRM related initiatives. Model Metrics' 2GO application that enables mobile teams to work offline earned top national honors when it was named "Breakthrough Application of the Year" for 2007 by salesforce.com, beating out more than 200 candidates.

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.