



Contact:

David Dahlberg
VP Marketing, Model Metrics
312-994-8040
ddahlberg@modelmetrics.com

Ellen DePodesta
Public Relations, Model Metrics
773-868-1008
edepodesta@modelmetrics.com

Model Metrics Introduces CardLasso and the Lasso2GO Platform: The First and Only Application that Automates Capture of Business Card Data Using Your Mobile Device Camera

CHICAGO and SAN FRANCISCO – November 3rd, 2008 – Today at Dreamforce 2008, salesforce.com’s annual user and developer conference, Model Metrics revealed a revolutionary cloud-computing application called CardLasso. CardLasso, part of the Lasso2GO application suite that utilizes services from salesforce.com’s new Force.com Sites capability and Amazon Web Services, enables users to capture business card information using a mobile device camera and automates the transcription of contact data, which is automatically presented for download to the user from www.lasso2go.com.

With CardLasso, not only is the capture of business card information fast and easy using a mobile device camera, but the retrieval of information frees users from any manual data entry. Once the user sends the business card images to the Lasso2GO transcription service from a mobile device, the user simply logs into his or her account on www.lasso2go.com and selects the desired download format. The user has the option of downloading contact information in 3 easy formats:

- Quick save to Outlook in the .vcard format
- Easy upload to various systems in the .csv format
- Automatic synchronization to Salesforce CRM as a new lead

“Model Metrics has taken the definition of cloud computing to a new level. CardLasso and the Lasso2GO platform uniquely leverage three different technologies to deliver an application that represents the future of Software-as-a-Service”, said Clarence So, Chief Marketing Officer, salesforce.com. “Bringing together salesforce.com’s Force.com platform, along with mobile devices and Amazon Web Services showcases what is possible with cloud computing.”

“This application is a major step on the evolutionary road from the Rolodex to the smartphone,” said Model Metrics Chief Executive Officer Adam Caplan. “It eliminates the worn-out task of manually keying in business contacts into your mobile device or contact management system, and makes it much easier to have contact information whenever and wherever you need it.”

Model Metrics will be demonstrating CardLasso and the Lasso2GO platform at Dreamforce '08, November 3rd – 5th, at Moscone Center in San Francisco. Please visit booth #625 in the exhibition hall.

General availability of the application is expected by mid-November, shortly after the conference. If you would like to be notified of general availability, please register with us at

www.modelmetrics.com/cardlasso-notification-request.

About the Force.com Platform and AppExchange

Force.com is the only proven Platform as a Service for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications, more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 85,000 custom applications used by salesforce.com's 47,700 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Force.com is the fastest platform for building and deploying complex business applications. Unlike a stack of disparate client/server hardware and software products, Force.com unifies the development and deployment model from the database to the device, allowing developers to easily assemble applications with clicks, components and code, and then instantly deploy them on salesforce.com's trusted global infrastructure. Customers and partners are using Force.com to build all kinds of business applications from supply chain management to compliance tracking, brand management, accounts receivable, claims processing applications and much more.

Applications built on the Force.com platform can be easily distributed to the entire SaaS community through the Force.com AppExchange marketplace at <http://www.salesforce.com/appexchange/>.

About Model Metrics

Model Metrics delivers applications and services at the cutting edge of the fast growing Software-as-a-Service and Platform-as-a-Service industries. 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, Los Angeles, Detroit, Minneapolis and 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, and Tribune Company.

With a focus on mobile and call center 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, Adobe Flex and AIR, and mobile development capabilities for iPhone enable the

creation of custom CRM and non-CRM applications featuring multimedia-rich user experiences. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 312.587.3037.

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