

For immediate release

SoftBay.com Announces its web based CRM solution

Houston – May 18, 2006 – SoftBay, an IT services company specializing in solutions for small and medium sized businesses (SMEs) today announced its foray into the rapidly expanding market for customer relationship management (CRM) applications.

In order to maintain an increasingly satisfying relationship with customers, more and more organizations today have realized the need for a system that can fulfill this essential activity. In the words of the company's CEO, Shabaz Khan, "Business cannot remain in insulated cocoons oblivious to the needs of their customers. Often sales and customers are lost because someone failed to follow up. Customers leave with poor experience when their complaints are not addressed. Companies need to open doorways to facilitate communication with the customer to provide answers to their most urgent needs."

Christened SoftBay Online CRM TM, the web based application, is priced affordably for Small and Medium sized businesses. Although, it can be customized to run as a desktop network application, it is most efficiently utilized in its web avatar. It is available as a subscription based service with no software purchase required.

About SoftBay, Inc.

SoftBay is a technology services company with a reservoir of highly skilled IT professionals. Beginning as an in-house technology source for WirelessGalaxy.com, its talent has now evolved to heights that enable it to market the same successful approach to its customers. Since its inception in 1998, SoftBay has seen its growth largely due to its ability to consistently attract and inspire the best among IT and management professionals. The competitive advantage gained by a synergistic combination of technological skills and management savvy is unparalleled. The company aims at integrating enterprise application and developing smart solutions for small and medium sized companies. "Technology is a tool to solve problems—not become a problem in itself". For more information please visit <http://www.softbay.com>

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