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PRESS RELEASE

Prime Dynamics Launches Membership Management System

9/21/2007

-- 200 Club of Bergen County, Meadowlands Regional Chamber of Commerce Among First Customers --

HACKENSACK, N.J., Sept. 19, 2007 -- Prime Dynamics Technology Group, LLC, a Hackensack-based information technology firm, today announced the launch of a software product that enables membership-based organizations to operate more efficiently and effectively, increase membership and generate revenue.

The software, Prime MRM, was developed for organizations such as chambers of commerce and other business development networking groups, as well as trade associations, non-profits and any group whose success is based on the growth and participation of its members.

Prime MRM integrates into an organization's web site or can provide the foundation for an organization's web site, providing these groups with more professional and regularly scheduled communications with members, and better data gathering and reporting abilities to enhance decision making. With Prime MRM, organizations can also offer their members the ability to promote themselves and network among themselves.

Among the key benefits of Prime MRM is its full-featured, modern search engine, which allows members and web-site visitors to scour members' profile information and web sites, allowing for better networking and business development opportunities.

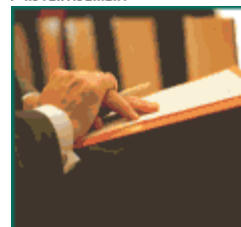
"Our software allows membership-based organizations - most of which operate on a shoestring budget - a cost-effective way to perform vital administrative and marketing tasks that are key to their ongoing success," says Prime Dynamics co-founder Ray Pizzo, who as a board member of the Meadowlands Regional Chamber of Commerce is well aware of the challenges facing many business development groups.

Membership-based organizations face many of the same challenges as any for-profit business, says Pizzo. Just as businesses have grown to rely on customer relationship software and billing software to automate many tasks, more and more chambers, non-profit groups and trade associations are realizing that a membership relationship system will allow them to meet their goals, whether its simply to operate more effectively, to grow membership, offer additional services, or even raise money more effectively.

Prime MRM was designed to lower an organization's expenses, reduce time spent on administrative tasks, help generate non-dues revenue, increase member participation, and aid in retention and recruitment. Prime MRM allows for the automation of event management, online signups and renewals. When used at its fullest, Prime MRM serves as another "membership benefit" offered by the organization, because it allows members to network and communicate with other members online and promote themselves via web sites linked through the

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membership-based organization's web site.

Membership organizations can offer their members the chance to build a web presence through their site easily via Prime MRM, as well as attach video and audio commercials or presentations to the site.

"We recognized the many challenges facing membership-based organizations - limited administrative staff; a need to communicate frequently with members; the need to market and implement events on a regular basis - and designed Prime MRM specifically with these needs in mind," said Pizzo. "Adding Prime MRM is like adding two full-time staff members for a fraction of the cost."

Among Prime MRM's first clients are the 200 Club of Bergen County, a 1,500-member non-profit organization which supports the county's public servants; Women of Virtue, a Maryland-based women's social and business networking organization; Club Wednesdayz, an Orange County, Calif.-based networking association for affluent business professionals; and the 750-member Meadowlands Regional Chamber of Commerce, of the largest chambers in the New York metropolitan region.

The cost of Prime MRM depends upon the number of members supported by an organization, but can be as low as \$99/month for an organization with 100 members. Because it is primarily sold as a subscription service, there is no need to purchase additional hardware.

About Prime Dynamics

Prime Dynamics Technology Group, LLC (www.primedynamics.net) is a full-service technology firm based in Hackensack, N.J. Acting as both "think tank" and network integration, data recovery, application development & internet solutions company, Prime Dynamics provides professional network design, custom programming, e-commerce web development, database solutions, forensic data collection, consulting, network & network integration, network security, disaster recovery, and business continuity services. Its clients range from small legal firms on Main Street to Fortune 500 international corporations supporting hundreds to tens of thousands, even hundreds of thousands of end users. Prime Dynamics owns and operates its own datacenter in Hackensack, ensuring that client data will always be kept private, secure and confidential.

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