



FOR IMMEDIATE RELEASE

Pictures available upon request

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Softpower Business Solutions Announces Teri Denfeld as General Manager

Old Saybrook, CT - February 1, 2005 - Softpower Business Solutions – a leader in software development for the Outdoor Power Equipment, Power Sports, and Marine industries, announced today the appointment of Teri Denfeld as General Manager.

Teri joined Softpower Business Solutions 6 years ago after she and her husband relocated to Rhode Island from Millbrook New York. For the past 3 years she has been our trainer and business adviser as well as running her own consulting business. With nearly 25 years experience in the Power Equipment industry and as past President of her family's dealership, Teri brings a wealth of business knowledge and expertise to the management of small businesses.

“Our distinctiveness is in the fact that all of us have enormous experience in the power equipment and marine businesses. Our customer's first attitudes will make our business stronger to meet the challenges of the ever changing world of information technology.”

The addition of Teri to the management team will allow CEO Bob Senger to focus more on new technology and growth opportunities.

Pam Evankow - Sales and Marketing Manager for Softpower Business Solutions

Pam Evankow who has been dividing her time between administrative and sales responsibilities will move to fulltime Sales and Marketing Manager for Softpower Business Solutions.

Pam Evankow has been Bob Senger's right hand for over 8 years. After working with her father in the marine industry for many years, Bob immediately recognized that she is always willing to meet new challenges. Under her guidance and creativity, the sales team will surpass any goals that are set. Multi tasking is natural for this mother and businesswoman.

Bob Senger's talent in building a team of experienced businessmen and women has been the driving force for Softpower.



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Bob never forgets his first years in business and understands the value of using software to streamline operations. This corporate restructure will allow Bob the time to guide the programmers both for his company as well as participating in the development of electronic data interchange software for the industry.

“We are very excited about the addition of Teri to our team” says CEO Bob Senger. “She is very sensitive to customer service and will continue our tradition of giving the best possible service to our customers. Teri and Pam are very capable managers and I am looking forward to the possibilities”.

Please visit us at www.softpower.com for more updates on upcoming events.

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Softpower Business Solutions Announces Ed Hoffler as Programmer

Old Saybrook, CT – August 22, 2005 - Softpower Business Solutions – a leader in software development for the Outdoor Power Equipment, Power Sports, and Marine industries, announced today the appointment of Ed Hoffler as Programmer/Developer.

Ed is a certified QuickBooks developer and brings years of experience in developing business management systems for small business'. Ed built a web based application that interfaces with QuickBooks. You can read more about Ed at <http://developer.intuit.com/developer/newsletter.asp?id=226>

“We are very excited about the addition of Ed to our team” says CEO Bob Senger. “Ed will be a valuable addition to the Softpower new product development team. “

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Softpower Business Solutions Announces Scott Wilcox as Technical Support Representative

Old Saybrook, CT – August 24, 2005-Softpower Business Solutions has added a fulltime technician to its staff. Scott Wilcox will be taking over as Price File Coordinator and Technician.

Scott brings with him computer hardware, software, and network management training as well as a great knowledge in setting up computers and networks, from wiring to interfacing to maintaining servers.

Scott can be reached at Softpower Business Solutions at 1-800-535-4031 ext. 180