



**SEDONA**  
CORPORATION

## From Survive to Thrive – SEDONA Corporation Exhibits the Benefits of CRM at New England Financial Marketing Association Conference

KING OF PRUSSIA, PA – May 12, 2009 - SEDONA® Corporation (OTCBB: SDNA) ([www.sedonacorp.com](http://www.sedonacorp.com)), a leading provider of Customer and Member Relationship Management (CRM/MRM) solutions for the financial services market, today announced the company will participate in the New England Financial Marketing Association Spring Conference, May 14 – May 15, 2009. The conference, appropriately titled Survivor: New England: Stay Relevant and Leverage Affordable Opportunities, will focus on strategies to overcome the marketing challenges community banks face and capitalize on new opportunities presented by the current economic climate. Attendees will learn how SEDONA CRM™ can help them not just survive but thrive by:

- Improving customer retention
- Enhancing customer acquisition
- Understanding account, customer and household profitability
- Identifying profitable cross selling opportunities
- Supporting their sales organization
- Expanding marketing efficiencies
- Increasing marketing ROI

SEDONA will exhibit the benefits CRM can have on sales, marketing and customer service processes. Attendees can request live demonstrations of the SEDONA CRM software and receive updated actionable strategies being utilized by the company's current clients to help them thrive.

### About SEDONA Corporation

SEDONA® Corporation (OTCBB: SDNA) provides multi-vertical Customer/Member Relationship Management (CRM/MRM) solutions and services specifically tailored to the small to mid-sized financial services market. The SEDONA CRM™ solution is designed and priced to support and meet the needs of the multiple lines of business of small to mid-sized banks and credit unions. SEDONA CRM provides the entire financial services institution with a complete and accurate view of their customers' and prospects' relationships and interactions. By utilizing SEDONA's CRM/MRM software and services, SEDONA's clients effectively identify, acquire, foster, and retain loyal, profitable customers. For additional information, visit the SEDONA web site at [www.sedonacorp.com](http://www.sedonacorp.com) or call 1-800-815-3307.

### Forward-Looking Statements

Statements made in this news release that relate to future plans, events or performances are forward-looking statements. Any statement containing words such as "believes," "anticipates," "plans," or "expects," and other statements which are not historical facts contained in this release are forward-looking, and these statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.

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All other trade names are the property of their respective owners.

This press release and prior releases are available on the  
SEDONA Corporation web site at [www.sedonacorp.com](http://www.sedonacorp.com).

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