



SEDONA Corporation and EPL, Inc. Enter Agreement to Offer Integrated MRM to Credit Unions

KING OF PRUSSIA, PA – July 7, 2009 - SEDONA® Corporation (OTCBB: SDNA) (www.sedonacorp.com), a leading provider of Customer and Member Relationship Management (CRM/MRM) solutions for the financial services market, today announced EPL, Inc. has selected SEDONA Corporation as their partner to offer next generation member relationship management to their credit union clients.

Headquartered in Birmingham, Alabama, EPL is a credit union-owned integrated technology solutions provider dedicated to enabling credit unions to achieve true differentiation through service delivery and continuing growth; ultimately delivering a superior member experience. Integrated to EPL's i-POWER® core system, i-KNOW, powered by SEDONA is a commanding member relationship management and direct marketing solution. It increases credit union growth potential with profitability reporting and sales and incentive tracking. EPL plans to seamlessly integrate the SEDONA MRM capability with its core system and license it to all of its credit union customers. EPL's credit union customers serve nearly one million members nationwide.

"We recognize that credit unions need seamless integration between marketing, sales, and servicing of their members. Our partnership with SEDONA Corporation will allow EPL, Inc. to deliver that integration," says Todd Proulx, EPL's Vice President of Sales & Business Development. "Their approach to MRM is easy-to-use, cost effective and flexible. We are excited to team up with SEDONA Corporation in offering a turn-key application for not only managing member relationships, but strengthening those relationships while increasing the credit union's bottom line."

EPL's i-KNOW significantly improves cross-selling results and member retention while targeting new members for marketing campaigns and/or promotional activity. Credit unions benefit from the ability of i-KNOW to:

- Calculate the value of each account, member, and household to the institution
- Predict what products or services a member is likely to buy next
- Measure the ROI of all marketing activities
- Track employee cross-selling and referral activity
- Provide contact management function to help track all member interactions

David Vey, CEO of SEDONA Corporation, said: "The ultimate objective of all product development at SEDONA is maximizing the efficiency of the marketing, sales, and servicing of members for all our MRM clients. Integration of our MRM system with core data management systems certainly enhances the efficiency of our products and helps us achieve that overall goal. That is why we are so pleased to complete that link with i-POWER®. The integration will make our systems much more valuable to EPL's

clients; the combination of SEDONA's MRM solution with EPL's i-POWER[®] system makes an extremely powerful and effective solution for any credit union interested in effectively identifying, acquiring, fostering, and retaining loyal, profitable members. We expect this offering to generate a great deal of interest among EPL's credit union clients."

About SEDONA Corporation

SEDONA[®] Corporation (OTCBB: SDNA) helps community banks, regional banks, and credit unions to thrive by enabling their entire organization to effectively identify, acquire, foster and retain loyal, profitable customers and members. SEDONA offers SEDONA CRM[™] for banks and SEDONA MRM[™] for credit unions, delivering software, services, and knowledge that provide the foundation for initiatives to improve customer acquisition, customer retention, profitability, referral tracking, cross-selling, sales culture support, marketing and organizational efficiencies, and marketing ROI. For additional information, visit the SEDONA website at 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.

SEDONA[®] and Intarsia[®] are registered trademarks
and SEDONA CRM[™] and SEDONA MRM[™] are trademarks of SEDONA Corporation.
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.

SEDONA INVESTOR CONTACT:
Anita Primo
Tel: 1-610-337-8400
Email: investorinfo@sedonacorp.com

SEDONA MEDIA CONTACT:
Jacques Murphy
Tel: 1-610-337-8400
Email: jacquesm@sedonacorp.com