



SEDONA
CORPORATION

LIBERTY BANK PARTNERS WITH SEDONA FOR GROWTH **Integrated Solution Supports Bank's Focus On Customer Relationships**

KING OF PRUSSIA, PA – October 14, 2009 – Liberty Bank of Middletown, Connecticut has selected SEDONA CRM™ to direct and enhance the customer experience. With \$3 billion in assets, Liberty Bank has been aggressively pursuing its market with hard-hitting ads and innovative product combinations. The SEDONA solution will serve as the cornerstone of Liberty Bank's marketing and customer management functions.

"We view technology as a fundamental element in our strategy to capitalize on growth opportunities," said Chandler J. Howard, President and Chief Executive Officer for Liberty Bank. "With SEDONA CRM, we have the technology to direct our customer relationships at every touch point and to offer the right financial services at the right time for the customer," says Patti Jatkevicius, Senior Vice President of Marketing, Liberty Bank. "The SEDONA solution will also show our management team what's working as it's happening. That will make us even more responsive, and ultimately, more successful."

Efficient growth is the holy grail for many financial institutions, particularly when margins are tight and FDIC assessments sap profits. SEDONA CRM dramatically improves bank efficiency by combining the tools for banks to successfully manage their customer relationships and service delivery. The solution uses SEDONA's industry leading technology to help banks convert customer data into actions that increase the customers' lifetime value. SEDONA CRM includes marketing CIF (MCIF), contact management, sales force automation, lead and referral tracking, and performance management in one enterprise solution.

Liberty Bank's selection of the SEDONA solution was helped by accounts of other banks' success with the product. "We heard that banks using SEDONA CRM have seen their services per household ratio increase by 21 percent in just two years," said Liberty's Ms. Jatkevicius. One bank reported that it could "flip a switch and see the profitability of a customer, product or business unit. That saves an enormous amount of time and enables us to make smarter decisions quickly."

"To achieve results like these, we need to have this level of information at our fingertips," said Ms. Jatkevicius. "Our customer's financial lives are changing faster than ever, and it is vital that we use advanced technology like SEDONA CRM to address this heightened pace of change. SEDONA CRM will help us continue to create the highest quality customer experience."

David Vey, SEDONA's CEO, added, "Our new partnership with Liberty Bank (www.liberty-bank.com) shows the rising awareness among community banks of the importance of our market-leading SAAS solution in achieving efficient growth in today's economy. We applaud Liberty Bank's commitment to utilizing the best CRM product and services in the industry."

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.

About Liberty Bank

Established in 1825, Liberty Bank is Connecticut's oldest mutual bank, with more than \$3 billion in assets and 36 banking offices throughout the central, eastern, and shoreline areas of the state. As a full-service financial institution, Liberty offers consumer and commercial banking, home mortgages, insurance, and investment services. Rated outstanding by federal regulators on its community reinvestment efforts, Liberty maintains a longstanding commitment to superior personal service and unparalleled community involvement.

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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