



## SEDONA CORPORATION ANNOUNCES SHAREHOLDER THIRD QUARTER 2009 CONFERENCE CALL

Tuesday, November 17, 2009, 9:30am ET

KING OF PRUSSIA, PA - November 16, 2009 - SEDONA® Corporation (OTCBB: SDNA) ([www.sedonacorp.com](http://www.sedonacorp.com)), which partners with banks and credit unions to deliver solutions that improve their financial performance, today announced that it will hold a conference call for interested shareholders to review the Company's third quarter 2009 operating results.

**Conference Call:** SEDONA will provide for a *listen-only* conference call of its Third Quarter 2009 operating results. In order to participate in the conference call, dial (877) 432-4708 (US and Canada) a few minutes prior to the 9:30AM EST conference call, and ask for the "SEDONA Quarterly Conference Call". Callers will be required to give their complete name, affiliation and phone number to the operator to participate in the call.

Participants are welcome to submit questions prior to the meeting to be addressed on the call. All **questions must be submitted** via email to [mcnaul@sedonacorp.com](mailto:mcnaul@sedonacorp.com), **by 6:00am EST, Tuesday, November 17, 2009**. The email must contain "Quarterly Review Question" in the subject line and will only be considered if it includes the person's complete contact information, including name, affiliation, and phone number.

### **About SEDONA Corporation**

SEDONA® Corporation (OTCBB: SDNA) partners with banks and credit unions to deliver solutions that improve their financial performance. SEDONA solutions improve customer acquisition and retention, increase profit, and lower risk through targeted initiatives focusing on customer loyalty, referral and cross-selling, salesforce automation, performance management, knowledge management, and marketing ROI. For additional information, visit the SEDONA website 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.

SEDONA® is a registered trademark, SEDONA <sup>n</sup>Compass™ is a trademark,  
and SEDONA CMO<sup>SM</sup> is a servicemark of SEDONA Corporation.

Intarsia® is a registered trademark,  
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](http://www.sedonacorp.com).

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