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Technology Resource Assistance Center (TRAC) Becomes 'Telosa Software'

New Name Coincides With New Release of Exceed! by Telosa™ Fundraising and Information Management Software for Mid-sized Nonprofits

ST. LOUIS – April 15, 2002 – At a celebration this evening at the AFP International Conference on Fundraising, Technology Resource Assistance Center (TRAC), Inc. announced that it has changed its name to Telosa Software, Inc. This new identity reflects the company's enhanced focus and commitment to connecting mid-sized nonprofits to their mission and donors. Telosa also announced the newest release of the company's flagship product, Exceed! by Telosa™, a comprehensive fundraising and information management software solution.

This announcement and software release come at a critical time for nonprofits. Recent events – including the national recession, when donations slowed with the economy and September 11th, when funds were diverted to meet the needs of victims – present imposing challenges for nonprofits. As a result, many nonprofit organizations find themselves needing to maximize existing financial and human resources in order to cultivate stronger relationships with donors, prospects and other constituents.

Approximately 95 percent of today's nonprofit organizations do not have effective technology solutions in place to specifically handle time-consuming, albeit critical tasks such as fundraising and relationship management. Yet, a recent survey by Princeton Survey Research Associates reveals that 68 percent of nonprofit

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executives believe that enhancing their information technology would improve their ability to fundraise, and 74 percent believe that doing so would increase their capacity to carry out their programs and mission. Unfortunately, many nonprofits spend too much valuable time on administrative tasks, hindering them from focusing on their mission and developing stronger relationships with their key constituents.

Exceed! 4.0: Designed With the Needs of Mid-sized Nonprofits in Mind

With the release of Exceed! Version 4.0, Telosa unveils a powerful, affordable, and easy-to-use software solution that capitalizes on the company's 16-year history of serving the nonprofit community. New functionality and feature enhancements in this release were designed to empower nonprofits to spend less time on administrative duties, be more productive with their fundraising efforts and ultimately enable them to foster deeper relationships with all of their constituents.

Full Featured and Easy-to-Use

Exceed! 4.0 offers superior contact management, first-rate fundraising management, exceptional mailing capabilities, comprehensive reporting, robust data entry and extraction, convenient compatibility with 3rd party applications and a friendly user-interface.

Exceed! 4.0 also offers unique relationship management functionality to handle today's complicated households. Unlike other donor management software in its class, Exceed! provides the flexibility to maintain multiple people – with independent contact and gift tracking information – on a single record. This feature provides nonprofits with unparalleled insight and an effective and efficient means to connect with multiple donors within one household. Additional distinctive Exceed! features include simple, menu-driven report and mailing extractions and “Tickler” reminders of scheduled actions or activities.

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Some highlights of the exciting new features in Exceed! 4.0 include:

- Favorites: Enables users to save frequently run reports and mailings as Favorites, saving time and ensuring greater accuracy.
- Soft Credits: Allows users to soft credit individual donors who give indirectly via another organization, maintaining accurate gift giving information for both parties.
- User Preferences: Permits each user to configure his or her own default settings. Ideal for organizations with different staff members working on different campaigns or gift batches.

“Exceed! 4.0 is a powerful yet simple-to-use relationship management software tool clearly designed and priced with our needs in mind,” said Alan Beach, Development Director of Ronald McDonald House. “In these lean economic times, Exceed! is absolutely critical for helping free our staff from time-consuming administrative tasks while providing unprecedented insight into our donor database, so that we can focus on fostering stronger relationships with our donors, guests and volunteers.”

‘Telosa’ More Reflective of the Company Today

Founded in 1986 by Susan Packard Orr as a computer consulting company, Telosa has evolved to become a leading provider of software and support services that enable mid-sized nonprofit organizations to cultivate better relationships with their constituents and achieve their respective missions. Derived from the Greek word *telos*, which means “the fulfillment or completion of an end goal or result,” the Telosa name was adopted to better reflect this evolution.

“In deciding to rename the company, we wanted an identity that better reflected who we are today. We are passionate about providing best-in-class software and support that empowers mid-sized nonprofits to fulfill their core mission,” said

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Susan Packard Orr, founder and chief executive officer of Telosa. “Telosa’ echoes this and is more reflective of the software company, not just consulting firm, we’ve become over the past 16 years.”

About Telosa

Founded in 1986 by Susan Packard Orr, Telosa provides premier software and a committed support team connecting mid-sized nonprofits to their mission and donors. Telosa is passionate about delivering affordable, easy-to-use software that empowers nonprofits to develop stronger relationships with all their constituents. With headquarters in Palo Alto, CA, Telosa (www.telosa.com) also has presence in six major metropolitan areas outside of California – namely Boston, MA, metropolitan New York/New Jersey, Washington, D.C., Chicago, IL, Jacksonville, FL and Houston, TX. Telosa: empowering nonprofits to focus on their mission.

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