

News Release

Date: September 20, 2005

Re: **THIRD MAJOR AWARD IN THREE YEARS FOR UK CRM CONSULTANCY**

Barceló Riviera Resort Hotel, Malta

Newbury-based Customer Relationship Management (CRM) software specialists CABC were last week (17th) presented with a top Business Achievement Award at the Maximizer Software EMEA Business Partner conference in Malta.

This is the third year in succession that CABC have scooped a top award and confirms the company as one of the UK leading CRM implementation consultancies. The award recognises the effort of CABC's Newbury-based team of consultants and the company's success in increasing their Maximizer customer base, which is the largest in Europe.

The Award was made by Marcus Potts, Managing Director of Maximizer Software in Europe, at a gala dinner at the manufacturer's annual partner conference in Malta. The conference was attended by Maximizer partners from over 20 countries from the Europe, Middle East and Africa region. In addition to the more traditional conference activities an afternoon's sailing on the Mediterranean saw many of the reseller representatives taking to the water!

CABC's Managing Director Ian Wallace said "The CABC team have been working hard this year to build on our success of previous years and this award confirms that we've established ourselves as a successful supplier in this competitive market."

CABC Ltd

11 The Broadway, Newbury, Berks, RG14 5LP

Tel: 01635 570970

Fax: 01635 570971

Email: ian.wallace@cabc.co.uk

Web: www.cabc.co.uk

PR Contact: Ian Wallace – Managing Director

Maximizer Enterprise is a product and trademark of Maximizer Software Inc.



Marcus Potts Managing Director of Maximizer Software in Europe the Middle East and Africa Presents the 2005 Business Achievement Award to Ian Wallace Managing Director of CABC Ltd in Malta

This image is available for download from <http://www.cabc.co.uk/pressinfo.html>