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Tribridge Acquires California-based Microsoft Dynamics CRM Partner

Spinnaker, now part of Tribridge, adds custom sports and entertainment management solutions developed on the Microsoft Dynamics CRM platform to Tribridge's growing arsenal of industry focused technologies.

TAMPA, FL (March 1, 2011) - Tribridge (www.tribridge.com), a leading U.S.-based IT services and business consulting firm, today announced the purchase of privately-held Spinnaker Network Solutions, Inc., a Microsoft Dynamics CRM partner based in Irvine, California. Financial terms of the transaction were not disclosed.

Founded in 1997, Spinnaker is a recognized leader in identifying, designing and implementing Microsoft Dynamics CRM, especially in the professional sports market. Spinnaker's vertical product powered by Microsoft Dynamics CRM allows sports and entertainment organizations to integrate ticketing information into a customer-focused and user friendly CRM solution, and also accelerates efficiencies of securing and maintaining sponsorships. In addition to professional sports management, Spinnaker brings real-world application and relevant industry knowledge for the financial, professional services, and manufacturing verticals.

"Tribridge has helped numerous professional sports leagues and teams increase operational efficiencies and improve relationships with their fan bases," said [Tony DiBenedetto, Tribridge chairman and CEO](#). "This acquisition furthers our commitment to leveraging the innovative capabilities of Microsoft Dynamics CRM to solve the business challenges unique to the entertainment and sports industry."

The local Spinnaker team in California will remain intact and focused on the success of its customers. Spinnaker clients have always valued expert personalized service, and together with Tribridge, the Spinnaker team will remain dedicated to that vision and to exceeding customer expectations.

"This acquisition demonstrates our ongoing commitment to providing world-class solutions and services, including the Microsoft Dynamics CRM solution our clients already know and trust," says **Mitch Cannady**, Spinnaker president and CEO. "By joining the Tribridge family, we will be even better positioned to serve our customers - helping to boost their business and achieve long-term goals."

Mr. Cannady will play a dual role at Tribridge going forward, including the management of Tribridge's West Region consulting team and leading Tribridge's [sports and entertainment](#) solutions practice nationally.

About Tribridge

Founded in 1998, Tribridge is a national IT services and business consultancy dedicated to helping customers become more productive, profitable, competitive and secure. From software selection and implementation to technology infrastructure design and support, Tribridge's 300 professionals leverage a unique combination of industry expertise, technical proficiency and proven service methodology to create an exceptional customer experience and promote a solid return on IT investments. Tribridge serves more than 2,000 customers throughout the United States and has been formally recognized by

Tribridge Office Locations

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top companies like Microsoft as a worldwide leader in enterprise resource planning (ERP), customer relationship management (CRM) and other web-based solutions and services. www.tribridge.com.

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