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**K/P Corporation**

for immediate release

**Contact:**

Pam Abrahamsson  
Stephenson Group  
pabrahamsson@stephensongroup.com  
360.665.2801

Gordon Evans  
Salesforce.com  
gevans@salesforce.com  
415.536.7608

## **K/P Corporation's Announces Availability of OnPoint Direct Response Solution for the AppExchange at Dreamforce '06, Salesforce.com's Annual User & Developer Conference**

**Salesforce.com Customers Can Now Deploy OnPoint Direct Response Seamlessly Within Their Salesforce Implementations**

**SAN FRANCISCO - Moscone Center - Dreamforce '06 booth 603 - October 9, 2006** - K/P Corporation, a marketing technology solution provider, and Salesforce.com (NYSE:CRM), the market and technology leader in on-demand business services, today announced the availability of OnPoint Direct Response for Salesforce.com's AppExchange at the Dreamforce '06 User & Developer Conference.

OnPoint Direct Response is a powerful, easy-to-use solution for direct-to-customer communications. OnPoint Direct Response is immediately available as a free trial at <http://www.salesforce.com/appexchange>.

K/P Corporation's OnPoint Direct Response is a customer relationship management and data collection tool that provides critical insight for an organization's lead generation, sales support and customer retention strategies. OnPoint Direct Response users can leverage the application for data gathering and reporting, allowing an organization to make its customer communications convenient, immediate, and meaningful. The solution also provides the ability to integrate with K/P Corporation's family of print, direct mail, and fulfillment solutions for added performance.

Features and benefits include:

- Ability to design and publish micro-sites without any IT support and tie them to Salesforce.
- Provides an immediate record of customer information for customer relationship management programs.
- Allows the ability to construct multiple response sites and collect highly-targeted data.
- The application is simple to use and extremely flexible.
- Ability to easily design event registration pages, customer satisfaction surveys, and response management sites.

*"K/P Corporation is proud to partner with Salesforce.com, a leader in customer relationship management and on-demand business services,"* said Jim Benson, chief technology officer, K/P Corporation. *"The OnPoint Direct Response tool will allow its community of users to even more effectively leverage their customer data for highly-focused marketing insight and strategy."*

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*“We are pleased with the success of the AppExchange platform in delivering improved, integrated solution performance for the Salesforce.com user community,”* said Matt Holleran, vice president, AppExchange partners, Salesforce.com. *“K/P Corporation’s OnPoint Direct Response solution is yet another strategic tool that can be used to gather critical customer insight.”*

OnPoint Direct Response for AppExchange is one of more than 375 applications now available on the Salesforce.com AppExchange, the world’s first on-demand directory and sharing service, found at <http://www.salesforce.com/appexchange>.

Apex is Salesforce.com’s breakthrough new on-demand platform and programming language that is redefining what a multi-tenant on-demand application can be. Apex enables customers, developers and partners to build powerful new on-demand applications that far go beyond CRM, and for the first time, to write and run their own code hosted with the security, reliability, upgradeability and ease-of-use of Salesforce.com’s industry-leading multi-tenant service. Customers can use Apex to modify the core features and functionality of their Salesforce deployments for their unique business needs and quickly and easily integrate new applications and components from partners and developers. Without any infrastructure investment, developers can now build and run a virtually unlimited array of applications with unprecedented power to innovate with the same creative freedom as Salesforce.com’s own developers.

#### **ABOUT K/P CORPORATION**

K/P Corporation provides strategic marketing and branding solutions to Fortune 1000 companies. Offerings include direct marketing services and business process consulting, along with a wide range of fulfillment, mailing, and printing services that help customers implement complex marketing and communication programs. K/P leverages technology to enhance its services and streamline digital transactions.

For more information, please visit [kpcorporation.com](http://kpcorporation.com)

#### **ABOUT SALESFORCE.COM**

Salesforce.com is the market and technology leader in on-demand business services. The company’s Salesforce suite of on-demand applications enables customers to manage and share all of their sales, support, marketing, and partner information on-demand. Apex, Salesforce.com’s on-demand platform and programming language, enables customers, developers, and partners to build powerful new on-demand applications, and for the first time, to write and run their own code hosted with the security, reliability, upgradeability, and ease-of-use of Salesforce.com’s industry-leading multi-tenant service. Customers can also take advantage of Successforce, Salesforce.com’s world-class training, support, consulting and best practices offerings.

As of July 31, 2006, Salesforce.com manages customer information for approximately 24,800 customers and approximately 501,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Avis/Budget Rent A Car (Cendant Rental Car Group), Dow Jones Newswires, Nokia, Polycom and SunTrust Banks. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase Salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol “CRM”. For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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