

## Maximizer Certified Solution Provider Wins Channel Elite Award for Best Enterprise Solution

VANCOUVER, BRITISH COLUMBIA – October 7, 2005 – Maximizer Software Inc. (TSX: MAX), a leading provider of proven and affordable customer relationship management (CRM) and contact management solutions, today announced that Brodie Computes Inc., a Maximizer Certified Solution Provider in Guelph, Ontario, was awarded a 2005 Channel Elite Award from Computer Dealer News (CDN). Brodie Computes Inc. was named a silver medal award winner in the 'Best Enterprise Solution' category.

The 'Best Enterprise Solution' award honours the most innovative solution provider who has solved a business problem for an enterprise of 100 seats or more by playing a leadership role in the rollout of the solution. Brodie Computes Inc. won the silver medal in the 'Best Enterprise Solution' category based on their work implementing a CRM system for Grand & Toy, the largest commercial supplier of office products in Canada.

"We congratulate Brodie Computes for winning a Channel Elite Award. Brodie Computes is one of those solution providers that has been coming up on the radar screen this year based on their work with customers like Grand & Toy," said Paolo Del Nibletto, Editor, Computer Dealer News. "They are one of the new-age solution providers who knows what their expertise is, how they can add value for the customer, and then service the client full out to help them achieve their business objectives."

"It was a great honour to win the silver medal in the 'Best Enterprise Solution' category at CDN's Channel Elite Awards and to be recognized as one of the most innovative solution providers in Canada based on our work with Maximizer Software and Grand & Toy," said Karen Brodie, President, Brodie Computes Inc.

"We are pleased Brodie Computes was recognized as one of the most innovative solution providers in Canada. Their silver medal in the 'Best Enterprise Solution' category is a great example of how Maximizer Certified Solution Providers are delivering a positive impact to enterprise customers," said Peter Callaghan, EVP, Sales & Marketing, Maximizer Software.

Profiles of the 2005 Channel Elite Award winners are scheduled for publication in today's issue of CDN magazine.

### About Maximizer Software

Maximizer Software Inc. is a leading provider of proven and affordable customer relationship management (CRM) and contact management solutions that help small to medium-sized enterprises improve sales, streamline marketing, and enhance customer service & support. Maximizer Software has helped over 7,000 Maximizer

Enterprise™ customers and over one million Maximizer™ users grow their businesses by building profitable customer relationships with award-winning solutions. Maximizer Software is a worldwide organization with Business Partners and offices in its three regions: Americas, Europe/Middle East/Africa (EMEA), and Asia Pacific. Customers include leading companies such as Siemens, Ipsos-Reid, Nestlé Clinical, Ericsson, HSBC, Singapore Airlines, Cathay Pacific, William Mercer, and Bank of New York. Learn more about Maximizer Software at [www.maximizer.com](http://www.maximizer.com).

*This release may contain certain forward-looking statements reflecting Maximizer Software Inc.'s current expectations in the technology business and sales and customer management software markets. Investors are cautioned that all forward-looking statements involve risks and uncertainties, including without limitation, changes in market and competition, technological and competitive developments, and potential downturns in economic conditions generally. Additional information on these and other potential factors that could affect the Company's financial results are detailed in documents filed from time to time with the provincial securities commissions in Canada. All trademarks or registered trademarks stated herein are properties of their respective owners.*

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