



FOR IMMEDIATE RELEASE

CONNEXIONS, INC. ACQUIRES MINORITY INTEREST AND TECHNOLOGY RIGHTS FROM Aha! SOFTWARE, LLC

*Acquisition Deepens Connexions' Credentials in Healthcare Industry;
Enabling Health Insurers to Apply Predictive Analytics to Increase Sales*

ORLANDO, FL – October 25, 2007 – Connexions, Inc. today announced that it has acquired an ownership interest in Denver, Colorado-based Aha! Software LLC, a provider of on-demand technology solutions that apply sophisticated quantitative analysis to enable sales & marketing and financial executives to easily and accurately evaluate, forecast and optimize sales pipeline and product performance. The agreement also provides Connexions with the exclusive rights to use the Aha! technology within the direct-to-consumer insurance sector of the healthcare industry. Financial terms of the transaction were not disclosed.

Connexions Inc. is a technology-based business process outsourcing firm with broad expertise in the healthcare industry; assisting well-known health insurance plans and healthcare providers – ranging from Kaiser Permanente and Assurant Health to Caremark and Cedars-Sinai Medical Center – in their efforts to attract, transact with, and retain individual consumers. Connexions is a privately held company, and part of the New Mountain Partners II, L.P. portfolio, a private equity fund sponsored and managed by Manhattan-based New Mountain Capital LLC.

Under the guidance of its CEO and co-founder Mark Teflian – well-known for his leadership in the application of predictive analytics in other fields – Aha! Software has gained a reputation for Customer Relationship Management (CRM)-based and other enterprise technologies that enable executives to generate a reliable forward-looking view of their sales pipeline, around which real-time decisions involving salesforce management, marketing spend and product management can be made.

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