



Media contact:
Sarah Wroble
For OAUG
(678) 781-7236
sarah@williammills.com

Chuck Meyers
For OAUG
(678) 781-7204
chuck@williammills.com

OAUG News Release

OAUG Announces Creation of CRM Special Interest Group

- Serves users of all Oracle customer relationship management product lines -

ATLANTA, Aug. 25, 2008 – The Oracle Applications Users Group (OAUG), the world's largest knowledgebase for Oracle Applications users, announces the founding of the OAUG CRM Connect Special Interest Group (SIG).

The SIG was formed to accommodate users of all Oracle-owned customer relationship management (CRM) applications and to facilitate communication between the CRM users community and Oracle. The SIG represents OAUG's commitment to continually serve the broader CRM community, including PeopleSoft Enterprise, Siebel CRM and Oracle E-Business Suite users. The CRM Connect SIG is led by Nimish Shah, staff director of IEEE, and Robin Walker, managing partner of Caliber Services, LLC.

With support and active participation from Oracle Corp., the OAUG CRM Connect SIG provides educational Webinars, speakers and support for regional and industry meetings, a platform for interacting with other CRM users and opportunities for dialogue with Oracle associates about issues such as product development, quality and support.

On behalf of the members of the CRM Connect SIG, Oracle will participate in the two-part CRM Connect SIG meeting at Oracle OpenWorld 2008 on Sunday, Sept. 21, at 11 a.m. to 12 p.m. and 1 p.m. to 2 p.m. in room 3001 at the Moscone Center.

"The new CRM Connect SIG reflects the expansion of the Oracle CRM community as additional product families have been added to Oracle's product portfolio and offers a way to expand the traditional scope of networking and educational opportunities the OAUG can provide CRM users," said Jan Wagner, president of the OAUG.

If interested in joining the new CRM Connect SIG, please contact Regina K. Robuck, OAUG manager of affiliate communities, at rrobuck@oaug.com, or Nimish Shah and Robin Walker, founding members of the CRM Connect SIG, at n.shah@ieee.org and rwalker@caliber-services.com. Visit <http://crmconnect.org> for more information.

About Oracle Applications Users Group (OAUG®)

Founded in 1990, the Oracle Applications Users Group (OAUG) is the world's largest user knowledgebase for Oracle Applications users. The organization serves as an advocate to Oracle Corp. for companies worldwide, including more than 35 percent of the Fortune 100. The OAUG also serves users of more than 65 Oracle Applications products including Fusion, E-Business Suite, PeopleSoft, Agile, Hyperion, Oracle Retail, Oracle Communications, Siebel and others. The OAUG provides users with education, networking and support via a wide range of activities and forums including conferences, publications, special interest groups, online communities and the Knowledge Factory™, a community-driven knowledge resource for Oracle Applications users. For more information about OAUG, visit the Web site at oaug.org.

###