

## FOR IMMEDIATE RELEASE

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### **GuidePoint Media Launches MSDynamicsWorld.com**

*Site Offers News, Columns, White Papers, Case Studies, and Product Demos about Microsoft Dynamics*

**NEEDHAM, Mass. – January 15, 2008** – Online media company, GuidePoint Media LLC, announced the launch of its first information technology-focused website, MSDynamicsWorld.com™. The new site will be the leading independent authority covering the world of Microsoft Dynamics. Microsoft Dynamics™ is a suite of business software that enables small, medium, and large-sized companies to streamline and automate financial, customer relationship, and supply chain processes in a way that can help companies drive business success. The Dynamics product suite includes such packages as Dynamics CRM, Dynamics GP Dynamics AX, and Dynamics NAV.

“We are committed to publishing the highest quality integrated content for Dynamics users, prospective Dynamics customers, partners, independent software vendors, and consultants around the globe,” stated David Gumpert, the editorial director for MSDynamicsWorld.com. “MSDynamicsWorld.com strives to be the Microsoft Dynamics community’s primary resource for news, expert advice, tips, best practices, white papers, case studies, and other resources.”

He invited users and prospective users of Dynamics products to visit the site and take advantage of its free sign-up to access the site’s wide range of resources, including:

- News and analysis about key Dynamics developments and trends;
- Columns from leading industry experts on how users can take full advantage of Dynamics products;
- White papers from leading Dynamics partners providing sophisticated analysis and advice;
- Case studies from leading Dynamics partners, drawn from real-life problem-solving experiences;
- Product-demos showcasing the latest software packages from re-sellers and partners.

Gumpert noted that MSDynamicsWorld.com is independent of Microsoft Corp. It was formed to benefit the users and partners of Microsoft Dynamics products. This independence enables MSDynamicsWorld.com to act as a platform for industry leaders to provide unbiased assessments of Dynamics products, third-party software and tools.

MSDynamicsWorld.com also provides opportunities for independent software vendors, consultants, and partners to cost-effectively communicate with customers.

#### **About GuidePoint Media**

GuidePoint Media develops, owns and operates a premier network of business-to-business industry destination web sites, functioning as a primary source of information for technology providers and users within specific software markets, by providing the best independently sourced expert research and other focused content.