



**SEDONA**  
CORPORATION

FOR IMMEDIATE RELEASE

## **HAYDRIAN CORPORATION TO HOST LATIN AMERICA CRM CONFERENCE**

KING OF PRUSSIA, PA – May 29, 2007 – SEDONA® Corporation (OTCBB: SDNA) ([www.sedonacorp.com](http://www.sedonacorp.com)), a leading provider of Customer and Member Relationship Management (CRM/MRM) solutions for the small and mid-size financial services market, today announced President and CEO, Marco Emrich will be speaking at a Latin American CRM conference sponsored by Haydrian Corporation, a SEDONA business partner.

The event titled “CRM: Effective Control of Sales and Profitability for your Business” will be held on May 30, 2007, from 8:30 am to 12:00 pm, at the Hotel Nikko in Mexico City, Mexico.

Over 80 executives from Latin American institutions’ marketing and finance departments are expected to attend the conference to hear presentations by Todd B. Avery, US Embassy Commercial Attaché, Alex Logan, Vice President Haydrian Corporation Latin America/Caribbean region, and Marco Emrich, President and CEO, SEDONA Corporation.

On March 8, 2007, SEDONA announced an international partnership with Haydrian where both companies would develop a co-branded version of Intarsia, SEDONA’s CRM/MRM technology. Haydrian will localize, market, install, and support Intarsia to the developing countries of the world. Haydrian will also offer integrated Intarsia with their anti-money laundering platform XM3.

Alex Logan, Haydrian Vice-President of Latin Amreica/Carribbean Region commented, “Mexico and all of Latin America embrace tremendous potential for Haydrian and SEDONA. The number of banks in Mexico alone will double by the end of this year. New entrants into these emerging markets are realizing that success hinges on broadening market opportunities, customer retention, and maximizing the profitability of all accounts-instead of merely competing ferociously for market share. Haydrian and SEDONA offer the ideal combination of solutions and subject matter expertise to bolster their effectiveness.”

SEDONA President and CEO, Marco Emrich commented, “The partnership of Haydrian and SEDONA will offer the financial institutions of emerging markets the technology and expertise they require to service not only their region, but to

take their place on the world stage. We are delighted to participate in this important conference, the first of a series of events planned to introduce Haydrian's CRM solution, based on our Intarsia technology, into emerging markets around the world."

### **About SEDONA Corporation**

SEDONA® Corporation (OTCBB: SDNA) provides multi-vertical Customer/Member Relationship Management (CRM/MRM) solutions and services specifically tailored to the small to mid-size financial services market. SEDONA's CRM/MRM solution, Intarsia®, is designed and priced to support and meet the needs of the multiple lines of business of small-to-midsize banks and credit unions. Intarsia provides the entire financial services institution with a complete and accurate view of their customers' and prospects' relationships and interactions. By utilizing SEDONA's CRM/MRM solution and services, SEDONA's clients effectively identify, acquire, foster, and retain loyal, profitable customers. For additional information, visit the SEDONA web site at [www.sedonacorp.com](http://www.sedonacorp.com) or call 1-800-815-3307.

### Forward-Looking Statements

Statements made in this news release that relate to future plans, events or performances are forward-looking statements. Any statement containing words such as "believes," "anticipates," "plans," or "expects," and other statements which are not historical facts contained in this release are forward-looking, and these statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.

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This press release and prior releases are available on the SEDONA Corporation web site at [www.sedonacorp.com](http://www.sedonacorp.com).

#### **SEDONA INVESTOR CONTACT:**

Steve Ficyk

Tel: 1-216-373-6856

E-mail: [stevef@sedonacorp.com](mailto:stevef@sedonacorp.com)

#### **SEDONA MEDIA CONTACT:**

Michelle Brown

Tel: 1-610-337-8400

Email: [michelleb@sedonacorp.com](mailto:michelleb@sedonacorp.com)