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SHELBY SYSTEMS ANNOUNCES NEW DIVISION NAMED ARENA

Memphis, TN
August 14, 2006

Shelby Systems, the first full service church software company in the world and the continuing leader in the church software industry, has announced the creation of a new division. The Arena team is dedicated to a new browser-based church ministry system of the same name, recently unveiled at the 2006 National Association of Church Business Administration (NACBA) convention in Chicago, IL.

The Arena division is comprised of hand-picked individuals, chosen for their core strengths relating to development, support and communication needs of the new ChMS, Arena. To provide Arena with the balanced, vibrant team it deserves, the division boasts key players with an impressive array of talents and backgrounds. The division includes a number of deeply creative development and communications specialists, as well as gifted programmers, user interface designers and support specialists. Ministry focused team members continue to touch the system every day, to insure the product remains ministry centered. The executive leadership of the division rounds out the team with a great deal of experience, wisdom and maturity. "It really is a perfect complement of people," says product manager Joe Black. "The primary goal of the Arena division is to present the most dynamic, accessible and people-focused software possible. I am thrilled to be a part of this team."

Shelby Systems, an innovator in the field of church management software since the 1970s, continues to lead the industry with its newest creation of the Arena division. Arena, a browser-based, shared source ChMS is dedicated to the power of community by encouraging creativity, inspiring connections and enhancing communication.

Arena will be generally available on January 1, 2007.

Private demonstrations are available on request.

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