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SHELBY SYSTEMS LAUNCHES NEW PRODUCT NAMED ARENA

Memphis, TN
August 16, 2006

The Arena church ministry system (ChMS) is the first product from a new, separate division of Shelby Systems, Inc. Arena is a browser-based, shared source web authoring tool as well as communication and church management software.

Arena touts such features as robust metrics and reporting, hosting freedom, customizable check in options and a flexible approach to groups. Contact and follow-up communications are easy and administratively supervised, providing automatic reminders and urgency alarms. Arena's health meter is based on extremely flexible criteria and automatically reminds leadership if someone is struggling. Simple search features, hover texts and hover pictures as well as simple drill-downs help you easily locate and contact people or groups of people. Because Arena is a fully integrated system, it insures your communication methods, content management and contact management are consistent and connected. In addition to all these features, membership into the shared source community will allow developer level access. "This aspect makes Arena unique," says director of business development, Steve Pruitt. "The members of the Arena Community will be able to participate in true customization."

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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