

For Immediate Release

**THE FINAL RELEASE - AWARD WINNERS
OF THE BEST CRM PRACTICE AWARDS 2005**

China Shanghai, January 10, 2006 Best CRM Practice Awards recognizes and promotes outstanding achievements in CRM practices. This is the 4th year of the Awards Program and it has become the most influential CRM annual awards program in the region. The winners for 2005 are finally released as below:

China Europe International Business School (CEIBS) – Best CRM Practice - Greater China

China Ping An Insurance – Best CRM Practice – Greater China

Bertelsmann Direct Group – Best Direct Servicing - China

Fujitsu PC China Division– Best Personal Computer – China

Fuji Xerox (China) – Best Business Equipment – China

Domino Coding – Best Industrial Equipment – China

Shanghai Volkswagen Automotive– Best Automobile – China

Wyeth Nutrition (China) – Best Nutrition - China

How the winners were elected

Via open nominations to public on-line voting to submission of case studies and presentation meetings with the Panel Judge Pool, the whole election takes 6 months to complete. At the final phase of the process, all finalist enterprises are required to submit a 3,000 – 5,000 case report about their CRM projects and attend the presentation meeting being held in Hong Kong and Shanghai in end November and early December 2005 respectively.

The CRMBodyCheck – a CRM evaluation method originated and developed by GCCRM and its Global Advisors and Associates, has been used as the evaluation criteria for Best CRM Practice Awards since 2002. The method offers 18 measures in 5 major categories of any CRM project: Customer, Strategy, People, Process and Technology.

The Panel Judge Pool is formed by a pool of over 40 China and Worldwide CRM Gurus representing different industries and domain of expertise in CRM areas.

The Award Presentation Dinner

An Award Presentation Ceremony will be held on March 31, 2006 during the “China CRM Forum 2006”, an industry event jointly organized by GCCRM and GRMGuru.com, at Shanghai International Convention Centre. The Award Winners will share their CRM success with all event participants in the Forum.