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M2M Holdings Inc. Changes Name to Consona Corporation

New Name Better Reflects Vision Behind Company's Growing Line of Cross-Industry ERP, Industry-Specific ERP, and CRM Software and Services

INDIANAPOLIS--(BUSINESS WIRE)--After experiencing tremendous growth in 2006, the executive team at M2M Holdings Inc. decided a new name was needed to describe the unified vision behind its growing line of world-class enterprise resource planning (ERP) and customer relationship management (CRM) solutions. That's why today, they will officially rename their holding company Consona Corporation (Consona).

"M2M Holdings was never intended to be a widely-known name," said Tom Millay, vice president of sales and marketing for Consona. "We started the business with the Made2Manage product and, now, seven acquisitions later, keeping the 'M2M' as part of the holding company name has caused confusion in the marketplace. We wanted to find a clearer way to convey the vision behind our various product lines, so we put a team together that would find a name that is not only memorable and unique, but also whose meaning will better reflect what we're trying to do as a corporation."

Jeff Tognoni, CEO of Consona, pointed out that nothing is new but the name. "Everything the market has seen from M2M Holdings to date is still completely valid," he said. "We're still the same company with the same strategy and vision. We still have the same owners, management team, and personnel working in our existing office locations. And we continue to actively sell, support, maintain and enhance our various ERP and CRM product lines."

According to Millay, Consona will adopt a branding strategy that is similar to Johnson & Johnson's, with each product line marketed, sold, and operationally supported separately, but also identified by the master brand. Within Consona Corporation, there will be three major divisions:

- Consona CRM
 - Onyx(R) CRM, BPM and BI for the enterprise
- Consona ERP
 - Intuitive(TM) ERP for discrete manufacturers
 - Made2Manage(R) ERP for discrete manufacturers
 - SupplyWorks(R) supplier collaboration and supply chain visibility tools
- Consona Industry Solutions
 - AXIS's AXIOM(R) ERP for metals, wire and cable manufacturers
 - Cimnet Systems(TM) ERP for printed circuit board manufacturers
 - DTR Plastics(TM) ERP for plastics processing manufacturers
 - Encompix(R) ERP for project-based, engineer-to-order manufacturers

-- Relevant's INFIMACS II(R) ERP for aerospace and defense manufacturers

So what does Consona mean? Tognoni said the new name is derived from the concept of "consonance," which describes the perfect alignment of elements within a single entity.

"We like the meaning because it emphasizes the aspects of our strategy that remain central to each line of business within the company," he said. "First, we strive to build high-fit software that closely aligns with the business processes of our customers. Second, we encourage our people to be similarly aligned in order to provide excellent service and support. And finally, we try hard to keep our internal processes consonant so that we remain an efficient, profitable vendor for our customers."

M2M Holdings becomes Consona today. To learn more, visit www.consona.com.

About Consona Corporation

Consona Corporation (Consona, formerly M2M Holdings Inc.) is dedicated to becoming a valued business partner by helping each and every customer continuously improve business processes over time. Toward this mission, Consona invests in the people, processes, technology and tools needed to provide its customers with a unique combination of customer care; product fit; a broad range of consulting, IT and business services; and industry expertise. Consona serves more than 4,300 customers worldwide and across a variety of industries, including manufacturing, distribution, financial services, health care, contact center, high tech, and local government. Battery Ventures VI L.P. and Thoma Cressey Bravo jointly own Consona. For further information, visit www.consona.com, e-mail info@consona.com, or call (888) 8 CONSONA.

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