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Social CRM Platform Nimble Contact Awarded PC Magazine Editors' Choice

PC Magazine Among the Latest to Shower Praise on Nimble Contact

Santa Monica, CA – Apr. 16, 2011 – [Nimble Contact](#), the award-winning social CRM platform that combines relationship management and social engagement into an affordable web-based solution, today received PC Magazine's highest editorial honor, the **Editors' Choice Award**. According to the PC Magazine editors, "Nimble Contact integrates your Facebook, Twitter, and LinkedIn connections and data, as well as your Google mail messages, contacts, and calendar. It's a major accomplishment, a great site."

The reviewer praised Nimble Contact awarding it 4.5 out of 5 stars next to HootSuite's 4 stars in a comparison review saying, "Nimble Contact beats out even the very capable HootSuite for Editors' Choice in social media dashboards because it 'gets' contact and social media management better."

"PC Magazine's recognition of Nimble confirms a deep need in the small business community for a simple all-inclusive platform, integrating communications and collaboration with social listening and engagement, said Jon Ferrara, CEO, Nimble. "Nimble is the result of direct user feedback, and we invite the community to help us shape Nimble further by downloading the public beta at our site."

Created by Jon Ferrara, the founder of GoldMine, a pioneering SFA/CRM product, Nimble Contact is the only solution on the market that integrates the "4 Cs" -- contacts, calendar, communications and collaboration -- to enable professionals to effectively manage the way they see, hear and connect with their company's most important asset: their business contacts.

Nimble Contact is the next evolution in relationship management – a social relationship manager that makes it fun and easy to nurture personal and business relationships. Nimble Contact's core benefit lies in its ability to unify email, calendar activities and social channels, and automatically link all three to business contacts. This allows businesses to easily see all of the communications they and their teams have had with their contacts, no matter where those conversations take place, and without having to jump from window to window, tab to tab, network to network, or application to application.

Nimble Contact was recently launched at [DEMO Spring](#) and awarded the coveted "DEMO God" award from a field of hundreds of contenders, and was also recently named to "[The CRM Watchlist 2011](#)" by Social CRM expert and best-selling author, Paul Greenberg. Published by ZDNet, Nimble was one of only seven companies selected for the "Social Mainstream" category from a field of nearly 130 companies.

The standalone product, Nimble Contact, is free and available online at www.nimble.com. The product is designed to scale as businesses grow and will be adding even more functionality in the coming months.

About the PCMag Digital Network

The PCMag Digital Network (www.PCMag.com) is one of the world's best-known publishers of leading technology-based digital content products. Its flagship property, PCMag.com, delivers comprehensive labs-based product reviews and the world-renowned PCMag Editors' Choice Awards, the most trusted buying

recommendations for technology products and services across the globe.

Reaching more than seven million highly engaged technology buyers and influencers, PCMag Digital Network provides contextual marketing solutions that drive results. Brands within the Network also include ExtremeTech, Gearlog, Appscout, Smart Device Central, GoodCleanTech, DL.TV, Cranky Geeks, TechSaver and PCMagCast. The Network's content is delivered worldwide to readers across a multiple platform of Web sites, e-newsletters, Webcasts, broadband video, software downloads and RSS feeds to users in more than 20 countries.

About Nimble

[Nimble](#) was founded in 2009 to help small businesses transform their communities into business opportunities. Nimble opens a whole new channel for businesses to engage customers in two-way dialogue, leveraging the power of traditional CRM and social media with its web-based social CRM platform, Nimble Contact. Located in Santa Monica, Nimble is in the heart of the Southern California tech community. Please join the conversation on Nimble's Facebook page at www.facebook.com/nimble, [LinkedIn](#) and on Twitter [@nimble](#).

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