



For Release 1:30 p.m. EST  
March 11<sup>th</sup>, 2008

### Catalytics releases scorePoint 2.0

The **Catalytics Group Inc.** has released **scorePoint 2.0**, a powerful Performance Management software solution.

Toronto, Canada - March 11, 2008:

**The Catalytics Group Inc.**, a management-consulting firm, specializing in strategic performance management, announced today the release of **scorePoint 2.0**. This unique software solution allows companies to define and manage complex organizational scoring requirements.

"We recognize that Senior Executives and Boards have struggled endlessly with performance assessments due to multiple sources of data and complex business relationships. They are challenged with aligning action to strategy and sometimes it seems easier to rely on intuition", said Alex Resnick, President of **The Catalytics Group Inc.**, "Scoring performance has become highly subjective. Subjective that is, until the release of **scorePoint 2.0**."

Alex went on further to comment that "Combining both quantitative and qualitative measures creates a unique **Strategic Performance Index (SPI)**. Our **scorePoint** product virtually eliminates subjective decision-making. As a result, performance measurements are objectively scored and correctly aligned to a company's strategy".

**scorePoint** uses scorecards, specialized reporting and meaningful analytics allowing organizations to drive performance, rather than just measure it. Our solution is a web-based, Microsoft Certified solution, highly configurable and a multilingual program.

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About **The Catalytics Group Inc.**,

**Catalytics** is headquartered in the Greater Toronto Area and provides management-consulting services. The company specializes in strategic execution using technology as an enabler. **Catalytics** helps businesses develop a culture of measurement aided by its new **scorePoint** solution. **Catalytics'** unique approach borrows from over thirty years of real world management and consulting experience. The team has delivered over 2500 distinctly successful projects.

**The Catalytics Group Inc.**, is a Microsoft Gold Certified Partner and Panorama Certified Partner.

For additional information, contact:

Alex Resnick, President  
**The Catalytics Group Inc.**  
[alex.resnick@catalytics.net](mailto:alex.resnick@catalytics.net)  
O: 416.238.6374 ext. 110  
C: 647.282.1761