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Xora Announces Xora Mobile Service for Salesforce.com's AppExchange Service & Support 1.0

GPS-based service enables office staff to locate and exchange case information with field personnel

San Francisco, Calif. – Oct. 11, 2005 – Xora, a leading provider of location-based mobile workforce management solutions, and salesforce.com, the global leader in on-demand customer relationship management (NYSE: CRM), today announced the availability of Xora Mobile Service for AppExchange Service & Support 1.0. Built on salesforce.com's Appforce on-demand platform, Xora Mobile Service for Appforce is currently available, and will be generally available via AppExchange at the same time as the Salesforce Winter '06 release.

Xora Mobile Service allows Salesforce Service & Support customers to locate the mobile workers that are closest to a work site and send case information to their GPS-enabled phones. Once mobile workers receive the case information, they can update it directly on the phone and send it back to the Salesforce Service & Support application. The result of this exchange is a more streamlined field-support business process, faster customer service and more effective management of field employees.

With AppExchange Service & Support, salesforce.com customers now have access to new applications that bring the benefits of salesforce.com to an entire business, letting them manage and share all of their company information on-demand. Using AppExchange Service & Support, companies can easily add new apps to their existing Salesforce deployments, extending their success and making the full power and creativity of the salesforce.com customer and partner community available with just a click.

"Xora adds a location and application element to our service and support solution that is ideal for improving the productivity of field operations," said Bonnie Crater, vice president and general manager, Salesforce Service & Support. "Salesforce Service & Support customers seeking to maximize mobile-worker efficiency and improve customer service can benefit dramatically from the use of Xora Mobile Service."

"Xora and salesforce.com share a common vision for providing low-cost, comprehensive, Web-based service solutions," said Ananth Rani, vice president of Xora Products & Services. "The combination of our solutions will make it easier for mobile workers to respond quickly to service needs from customers and improve customer satisfaction."

AppExchange is the world's first on-demand application sharing service. Launched at Dreamforce '05, AppExchange features dozens of pre-built applications created by salesforce.com customers and partners and is now extended with AppExchange Service & Support 1.0 to embrace all of the needs of Service & Support organizations. AppExchange enables all of these on-demand applications to be easily shared, exchanged and installed with one click into any salesforce.com account. AppExchange can be found at <http://www.salesforce.com/appexchange>. Customers can install Service & Support applications and many others starting with the release of Winter '06, currently expected in the fourth quarter. There is no charge for trying applications or using the AppExchange. Application from partners will typically require a fee; those authored by salesforce.com are offered free of charge. Salesforce.com does not take a commission on the sale of applications from partners.

Appforce is a complete on-demand platform that includes Appforce Builder, Appforce DB, Appforce API and the Appforce OS for development & deployment of multiple on-demand applications. Appforce provides unprecedented ease of customization and integration for Salesforce deployments, as well as enabling a whole new generation of on-demand applications that go beyond CRM.

Xora Mobile Service costs \$24.99 per user per month, and is directly billed to through a company's wireless carrier. There is also a \$24.99 set-up fee per user.

About Xora

Xora is a leading provider of location-based mobile workforce management solutions that allow our customers to realize improved productivity, reduce the cost of field operations and provide better customer service. Founded in 1999, Xora has raised more than \$11 million in venture capital and is privately funded; the lead investor is Dawntreader Ventures. Xora partners include Motorola, Sprint, Sun, Oracle, and RIM.

About salesforce.com

Salesforce.com is the market and technology leader in on-demand customer relationship management (CRM). The company's Salesforce family of on-demand applications enables customers to manage and share all of their sales, support, marketing and partner information on demand. Appforce, salesforce.com's on-demand platform, allows customers to customize and integrate the Salesforce family to meet their unique business needs, and build whole new powerful applications quickly and easily. Appforce applications are available via AppExchange, salesforce.com's on-demand application sharing service. Customers can also take advantage of salesforce.com's world-class training, support, consulting and best practices offerings.

As of July 31, 2005, salesforce.com manages customer information for approximately 16,900 customers and approximately 308,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Automatic Data Processing (ADP), Avis/Budget Rent A Car (Cendant Rental Car Group), Dow Jones Newswires, Nokia, Polycom and SunTrust. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com services should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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