

**For Release 9 a.m. EST  
October 11, 2007**

blue sands Inc. Becomes Member of Microsoft Gold Certified Partner Excellence Program  
*blue sands Inc. Further Distinguishes Itself by Earning Four or More Solutions Competencies in the Microsoft Partner Program.*

Toronto, Ontario – October 11, 2007 – blue sands Inc. announced that it has become a member of the Microsoft Gold Certified Partner Excellence Program. The program recognizes Canadian Microsoft Gold Certified Partners who have achieved four or more solutions competencies in the Microsoft Partner Program, as well as, the innovative solutions and value they bring to their customers.

blue sands is the leading provider of business management solutions and software for Regulatory Organizations. Managing liability, misconduct, privacy and compliance issues are all challenges faced by Regulatory Organizations across North America today. blue sands has developed and provides end-to-end products and solutions that enable Regulatory Organizations to manage complex business processes centered around their members.

“Being a member of the Gold Partner Excellence program is proof of our commitment to Microsoft,” said Jeff Holland, Managing Partner, “being recognized for that commitment by having a stronger voice within Microsoft clearly shows the value that Microsoft puts on their Gold Partners.”

blue sands Inc. had to achieve four or more solutions competencies within the Microsoft Partner Program in order to qualify for the Microsoft Gold Certified Partner Excellence Program. Microsoft Competencies are designed to help differentiate a technology partner’s capabilities with specific Microsoft-based technologies to customers looking for a particular type of solution. Each competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that technology partners bring to the industry.

“Accompanied by valuable training and business development resources, Microsoft Competencies provide technology partners with a competitive edge in the marketplace,” said Lora Gernon, Director of Partner Group, Microsoft Canada Co. “We are pleased that blue sands Inc. is a part of the Microsoft Gold Certified Partner Excellence Program, showing their dedication and expertise in providing customer satisfaction using Microsoft products and technology.”

**About blue sands Inc.**

blue sands is the leading provider of business management solutions and software for Regulatory Organizations. Founded in 2001, blue sands enables organizations to maximize operational efficiencies through productivity gains, increased accountability and the integration of all business critical operations.