

Salesforce.com Wins SearchCRM.com Product of Year Award

Salesforce CRM deemed "Best CRM Suite" in enterprise category

SAN FRANCISCO - February 27, 2009 - Salesforce.com [NYSE: CRM], the enterprise cloud computing company, today announced that it has received a 2008 Product of the Year Award from SearchCRM.com. Salesforce CRM was named "Best CRM Suite" in the enterprise category and "got high marks for innovation and ease of use," according to SearchCRM.com. The award winners were selected by a panel of independent industry experts and analysts, CRM professionals, and SearchCRM.com editors, who evaluated 40 products in six CRM categories.

"Salesforce CRM and the Force.com platform have proven that cloud computing is a powerful solution for any size company looking for a cost-effective and flexible way to improve their business in today's market conditions," said Marc Benioff, chairman and CEO at salesforce.com. "We're excited to be recognized by SearchCRM.com for our innovation and the customer success that Salesforce CRM delivers."

According to SearchCRM.com, Salesforce CRM "edges out the competition as the top-rated solution in [a] category with a number of very strong candidates." One of the judges commented: "Its key differentiator is the company's track record of innovation. It has been the pioneer in establishing the SaaS deployment model for CRM solutions. More recently, it is innovating through promoting its 'platform-as-a-service initiative' -- Force.com -- a new approach to application development and distribution."

The esteemed panel of judges in the SearchCRM.com Product of the Year Award competition included: Bill Band, vice president and principal analyst at Forrester Research; Donna Fluss, founder and president of DMG Consulting; John Ragsdale, vice president, technology research at Service and Support Professionals Association; Penny Reynolds, founding partner at The Call Center School; Mark Smith, CEO and executive vice president of research at Ventana Research; Richard Smith, vice president and CRM practice director at Green Beacon Solutions; and Suresh Vittal, senior analyst at Forrester Research.

For more information on the SearchCRM.com Product of the Year Awards, visit:
http://searchcrm.techtarget.com/productsOfTheYear/0,294801,sid11_ayr2008,00.html
.pr_boiler {text-align:left; padding:10px 0px 10px 0px}.pr_boiler h4{font-weight:bold}.pr_boiler p{

About Salesforce.com

Salesforce.com is the enterprise cloud computing company. The company's portfolio of SaaS applications, including its award-winning CRM, available at <http://www.salesforce.com/products/>, has revolutionized the ways that customers manage and share business information over the Internet. The company's Force.com PaaS enables customers, developers and partners to build powerful on-demand

applications that deliver the benefits of multi-tenancy across the enterprise. Applications built on the Force.com platform, available at <http://www.force.com>, can be easily shared, exchanged and installed with a few simple clicks via salesforce.com's Force.com AppExchange marketplace available at <http://www.salesforce.com/appexchange/>.

As of January 31, 2009, salesforce.com manages customer information for approximately 55,400 customers including Allianz Commercial, Dell, Dow Jones Newswires, Japan Post, Kaiser Permanente, KONE, and SunTrust Banks. 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 applications 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.

###

Copyright (c) 2009 salesforce.com, inc. All rights reserved. Salesforce and the "no software" logo are registered trademarks of salesforce.com, inc., and salesforce.com owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.