

TSX Venture Exchange Symbol “SER”

## **FORT WORTH ZOO SELECTS SERENIC NAVIGATOR TO HELP IT DELIVER EDUCATION, CONSERVATION AND ENTERTAINMENT**

EDMONTON, Alberta, Canada (Feb. 10, 2009) -- Serenic Corporation (TSX-V:SER), (“Serenic” or the “Corporation”), a leading publisher of financial management and business operations software for nonprofits, international non-governmental organizations (NGOs) and the public sector, announced today that Serenic Navigator has been implemented by the Fort Worth Zoo, a 100-year-old nonprofit attraction in the Dallas/Fort Worth area that is visited by more than one million people each year.

The Fort Worth Zoo’s mission is to strengthen the bond between humans and the environment by promoting responsible stewardship of wildlife and ensuring diverse, high-quality, educational and entertaining family experiences through effective and efficient management of its resources. The Zoo faced challenges typical of many nonprofit organizations that need to manage operations across a large campus. Departments within the Zoo needed easy access to purchase orders and automated processes that eliminate paper transactions and approvals – from feed purchases to facilities improvements.

“We were looking for a solution that would update our accounting systems while giving us brand new capabilities to eliminate hours of manual data entry,” said Scott Wilcox, Fort Worth Zoo chief operating officer. “Serenic’s integrated solution will improve our business processes and create efficiencies, particularly by eliminating paper-based systems that slow down our purchase order and requisition processes across all Zoo departments.”

The Zoo will use Serenic Portals to connect departments, providing account information and enabling timely approvals and purchases. Sixteen users will access Serenic Navigator Advanced Management Edition – certified for Microsoft Dynamics NAV – as well as other applications within Navigator’s fully integrated extended product suite. Navigator’s complete integration with Microsoft

Office, Sharepoint, SQL and Exchange will also enable the Zoo to leverage their current Microsoft technology investment.

“The Fort Worth Zoo and organizations with similar structures can benefit from Serenic Navigator’s automation features,” said Serenic CEO and President Randy Keith. “With Navigator simplifying its business processes, the organization can be more effective and efficient in managing its resources, which is part of its core mission.”

The oldest zoo in Texas, the Fort Worth Zoo was founded in 1909 with one lion, two bear cubs, an alligator, a coyote, a peacock and a few rabbits. From these humble beginnings, the Zoo has grown into a nationally ranked facility, housing more than 5,000 native and exotic animals. Since 1991, the Fort Worth Zoo Association has raised more than \$90 million from private entities, foundations and corporations for Zoo improvements and new exhibits and has become one of the most popular attractions in the Dallas/Fort Worth area. The Zoo has been ranked as a top zoo in the nation by *Family Life* magazine, the *Los Angeles Times* and *USA Today*. Visit [www.fortworthzoo.org](http://www.fortworthzoo.org) for more information.

### **About Serenic Corporation**

Serenic Corporation is an industry-leading publisher of mission-critical software products that satisfy the unique and sophisticated functionality requirements of nonprofit organizations, educational institutions, and government agencies.

Built on Microsoft Dynamics NAV, Serenic’s products deliver fully integrated solutions that can, in many organizations, eliminate the need for multiple third-party business applications.

A Microsoft Gold-certified Industry Solutions Vendor, the Corporation’s products include the highly acclaimed Serenic Navigator, Serenic DonorVision, Serenic AwardVision, Serenic CommunityCare and Serenic MinistryView. In addition, the Corporation is the exclusive developer of the human resources and payroll products for Microsoft Dynamics NAV users in North America.

In 2007, Serenic was named the Microsoft Dynamics Outstanding ISV of the Year and earned membership in the Microsoft Dynamics Inner Circle and the Microsoft Dynamics President’s Club, both

prestigious achievements that acknowledge Serenic as a top performer within the Microsoft partner community.

Serenic Corporation is a public company with offices in Edmonton, Alberta and Lakewood, Colorado. It trades under the symbol "SER" on the TSX Venture Exchange in Canada. Additional information about the Company is available at [www.serenic.com](http://www.serenic.com).

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.

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**ON BEHALF OF THE BOARD OF DIRECTORS**

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