

For Immediate Release  
Press Release 2008 - 26  
TSX Venture Exchange Symbol "SER"

## **SERENIC ENGAGES DOLLARTON VENTURE CAPITAL TO PROVIDE INVESTOR RELATIONS SERVICES**

EDMONTON, Alberta, Canada (February 14, 2008) -- Serenic Corporation (TSX-V:SER), ("Serenic" or the "Corporation"), a leading publisher of financial management and business operations software for not-for-profit organizations, is pleased to announce that it has engaged Dollarton Venture Capital ("DVC") to provide investor relations and corporate communication services for the Corporation.

Based in Vancouver, DVC specializes in assisting private and public Canadian companies with an array of services, such as grant proposal assistance, tax credit applications, professional management services and corporate communications. The principals of DVC are Christopher ("Kit") Spence and Nick Waddell.

Serenic CEO Randy Keith noted: "We are pleased to get involved with Dollarton because they truly understand technology companies and appreciate the significance of Serenic's opportunity within the software business. Our belief is that Serenic's current market capitalization, using common industry metrics, is below that of similar companies, and we look forward to working with Dollarton to further enlighten the investor community regarding our opportunities and progress."

DVC President Nick Waddell commented on the engagement: "When we first looked at Serenic, we did so from the perspective of investors. The Company is profitable, has no debt, has a strong cash position, and has a market capitalization that is less than one times trailing twelve month revenues. In talking with Serenic management, we felt that Serenic's top line growth plans are very compelling. Serenic was named Microsoft's Industry Solutions Vendor of the Year, and earned membership in Microsoft's Inner Circle and Presidents Clubs in 2007. And because Randy Keith was the former President of Navision US, which more than doubled in revenues during the three-years he led the company prior to it being acquired by Microsoft, he clearly has the experience to replicate similar growth in Serenic. We believe Serenic's recent Q2 and Q3 reports are an early reflection of the kind of growth we will continue to see as the company continues to expand its sales and marketing reach, and further capitalize on its relationship with Microsoft and their global network of partners."

During the 12-month term of the agreement, Dollarton will be compensated with a monthly retainer fee of \$6,000 (six thousand dollars) and 180,000 (one hundred and eighty thousand) options to purchase Serenic shares. The options will have an exercise price of \$0.55 with a 15-month term expiring May 15, 2009, and shall vest in equal amounts on May 15th, 2008, August 15th, 2008, November 15th, 2008, and February 15th, 2009. Shares acquired on exercise shall be subject to a 4 month hold period. Pursuant to the terms of the agreement, either party may terminate the agreement or change the scope of services to be provided by Dollarton upon 30 days advance notice, while also adjusting compensation terms to reflect the revised scope of services, if any.

This engagement and agreement is subject to the acceptance of the TSX Venture Exchange.

About Serenic Corporation: [www.serenic.com](http://www.serenic.com)

Serenic develops, markets and supports mission-critical financial management and business operations software for not-for-profit and public sector (government and educational)

organizations world-wide. In addition, Serenic is the exclusive developer of the payroll and human capital management products for Microsoft Dynamics NAV solutions marketed within North America.

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