

FOR IMMEDIATE RELEASE

Serenic Named Microsoft Dynamics ISV of the Year for the United States

EDMONTON, Alberta, Canada (August 3, 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, today proudly announced it won the 2009 Microsoft Dynamics Industry Solutions Vendor (ISV) of the Year for the United States at the Microsoft Worldwide Partner Conference 2009 in New Orleans.

Microsoft Corp. honored 13 partners around the globe with the 2009 Microsoft Dynamics Regional Partner of the Year award, and two exceptional partners were selected to receive the Microsoft Dynamics Outstanding Reseller and Outstanding ISV of the Year awards. A Microsoft Dynamics Hosting Partner of the Year winner was also honored. Regional winners and finalists were chosen from the following defined regions of the world: Asia-Pacific; Canada; Western Europe, Central and Eastern Europe, the Middle East and Africa (EMEA); Latin America; and the United States. The Microsoft Dynamics Hosting Partner of the Year award winner was chosen from all hosting partners across the globe.

“Serenic is proud to be named as a Regional Microsoft Dynamics ISV of the Year,” said Randy Keith, Serenic’s president and CEO. “It’s a true testament to our exceptional team and partners who continue to make us the leading solutions provider in the sectors we serve.”

The award winners were selected from a group of finalists based on their dedication to delivering solutions that meet diverse customer needs. Several key criteria were considered in selecting Microsoft Dynamics Certified Partners for the special recognition, including outstanding sales performance, deep technological expertise on Microsoft Dynamics products and services, and feedback from Microsoft team members.

“Serenic has achieved exceptional levels of performance, while delivering outstanding value to Microsoft Dynamics customers,” said Doug Kennedy, vice president, Microsoft Dynamics Partners. “It’s an honor to recognize their leadership and contributions within the Microsoft Dynamics partner community, and we want to congratulate the company on being named as one of our top Microsoft Dynamics partners of the year in the United States.”

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. In 2007 and 2009, the company 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.

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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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