

## **FOR IMMEDIATE RELEASE**

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### **IUCN CHOOSES SERENIC NAVIGATOR FOR GLOBAL FINANCIAL MANAGEMENT**

EDMONTON, Alberta, Canada (Aug. 31, 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 chosen by the [International Union for the Conservation of Nature](#) (IUCN) to provide a global financial management solution.

IUCN is the world’s oldest and largest global environmental network – a democratic membership union with more than 1,000 government and NGO member organizations, and nearly 11,000 volunteer scientists in more than 160 countries. The organization helps the world find pragmatic solutions to its most pressing environment and development challenges. It supports scientific research, manages field projects all over the world and brings governments, NGOs, United Nations agencies, companies and local communities together to develop and implement policy, laws and best practices.

IUCN sought to replace its financial management software system – Sun Systems by Infor – with a solution that included grant management tools built specifically for NGOs’ needs. The organization selected Serenic Navigator after reviewing solutions from a short list including Oracle and Sage. A critical requirement was the ability to easily integrate its new solution with the global knowledge management system IUCN was already building on the Microsoft platform.

“We knew Serenic was the ideal solution to help us manage and report on the hundreds of projects we have worldwide – providing the transparency our government and private donors want to see,” said Julie Wyman, Head of IUCN’s Information Management Group. “Integrated with our knowledge management solution, Serenic will give us great tools to track and share the wealth of information we’ve collected over more than 60 years and demonstrate the impact of our

projects across the globe – from water conservation efforts in Ecuador to restoring mangroves in Asia to protect against increasing tropical storms as a result of global warming.”

A total of 60 users will access Serenic Navigator – certified for Microsoft Dynamics NAV – and [AwardVision](#), Serenic’s grant management product. IUCN’s staff members in 60 offices worldwide will be able to access Serenic Portal Services features via the Web. The fully integrated Serenic Navigator product suite includes advanced budgeting capabilities, which will allow the organization to combine financials, program portfolio and project management, procurement, grant management and results-based reports. IUCN will integrate Navigator modules with Microsoft SharePoint to support its knowledge management programs.

“Serenic’s domain expertise, acquired through more than 10 years of providing global NGO solutions based on the Microsoft Dynamics NAV platform, helps us understand the needs of organizations like IUCN,” said Serenic CEO and President Randy Keith. “From handling multiple languages and currencies to providing an easy-to-use grant management system across global offices, we work together with our partners like Tectura – in the case of IUCN – to ensure successful international deployment.”

More information about IUCN and its programs can be found at <http://www.iucn.org/>.

### **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.

Serenic was named the 2009 Microsoft Dynamics Outstanding ISV of the Year for the United States and earned membership in the 2009 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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