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KICKSTART CHOOSES SERENIC NAVIGATOR TO SUPPORT ITS DELIVERY OF TECHNOLOGY TO AFRICA

EDMONTON, Alberta, Canada (May 21, 2008) -- 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 and integrated business operations solutions have been selected by KickStart International, a multi-national non-profit organization that develops and markets new technologies in Africa to help millions of people emerge from poverty.

KickStart supports sustainable economic growth and employment through its low-cost technologies used for irrigation and agricultural production. Its MoneyMaker products are purchased by local entrepreneurs in African nations, who use them to establish new, highly profitable, small businesses. In addition to promoting small enterprise development, KickStart's technologies, expertise and methods are widely applied throughout Africa to support programs in agriculture, shelter, water, sanitation, health and relief.

KickStart recently encountered challenges typical of many growing multi-national nonprofit organizations that need to efficiently process and manage operations across continents. KickStart's San Francisco office serves as its worldwide headquarters for fundraising and collaboration, while its Nairobi office coordinates operations in Kenya, Tanzania and Mali and with partner organizations in other African nations. The organization now tracks \$79 million each year in new profits and wages generated by the businesses it has helped entrepreneurs to create.

KickStart achieves its social mission, poverty eradication, using business tactics – developing, manufacturing and mass-marketing MoneyMaker irrigation pumps.

“We are a numbers-oriented NGO that has all the complexity of both a nonprofit and private-sector company,” said Sam Hartwell, KickStart’s chief financial officer. “Serenic’s integrated ERP solution meets our international business requirements, allowing us to improve performance tracking and reporting between sites in the U.S. and Africa, while also providing the ability to integrate fundraising and donor management with general accounting. Ultimately, Navigator offered advantages over its competitors and our existing solution, which was not built specifically for the unique product sales and fund accounting needs of KickStart.”

Thirty KickStart users will access Serenic Navigator Advanced Management Edition – certified for Microsoft Dynamics NAV – as well as other applications within the Navigator extended product suite, including web portals, AwardVision, DonorVision and Human Capital Management. The fully integrated product suite will allow them to integrate financials, procurement, donation management, sales order management, inventory and light manufacturing.

“Applying Serenic’s implementation experience with multi-national implementations is helping KickStart easily transition from its legacy system to quickly leverage Navigator’s benefits,” said Serenic CEO and President Randy Keith. “We are very proud to provide support for KickStart’s commendable mission – helping to eliminate poverty for families in African nations.”

KickStart was founded in 1991 to help millions of people escape from poverty, and to “kick-start” sustainable economic growth in developing countries. Since then, over 65,000 families in Africa have used the company’s simple money-making tools and their own entrepreneurial spirits, to create profitable new businesses, their family wealth and local economic growth. Visit www.kickstart.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 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 recently named the Microsoft Dynamics 2007 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.

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ON BEHALF OF THE BOARD OF DIRECTORS

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