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## **SOFTWARE ENTREPRENEUR AND PHILANTHROPIST BRUCE A. SAVILLE JOINS BOARD OF SERENIC CORPORATION**

EDMONTON, Alberta, Canada (March 3, 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 Bruce A. Saville and Randy Keith have joined the Board of Directors of the Corporation.

Mr. Saville began his career in the computer industry in the early 1970's as a computer programmer and systems analyst, working for several large corporations. He founded Saville Systems in 1982, which developed and marketed billing solutions to the telecommunication industry world-wide, a company which he grew and subsequently sold to a NASDAQ-listed corporation for approximately \$750 million in the mid 1990s.

Mr. Saville now serves as President of Saville Interest Group, a private investment company, and dedicates much of his time to educational, sports, and philanthropic interests. Currently, he sits on several not-for profit, community, and technology organization boards as a director or advisor, including the Edmonton Oilers Alumni Association, Stollery Children's Hospital Foundation, Telus World of Science, CodeBaby Corp. and VTN Technologies. He also is a member of the Board of Governors of the University of Alberta where he chairs the Educational Affairs Committee.

Mr. Saville has contributed as a former director to many other organizations, including the Northern Alberta Institute of Technology, Noujaim Institute (non-profit cancer research), Edmonton Investors Group (owners of the Edmonton Oilers NHL hockey club), Edmonton Eskimos Football Club, and as Chairman of the Inner City Agencies Foundation.

He was awarded the 1991 Entrepreneur of the Year Award, the 2001 Edmonton Philanthropist of the Year Award, and in 2003 was awarded the Queen's Golden Jubilee Award. In 2005, Mr. Saville was inducted into the Alberta Business Hall of Fame and was awarded the Alberta Centennial Medal.

"NFP organizations have, for the most part, been ignored by technology providers until quite recently" remarked Bruce Saville. "Since 2000, more than half a million new not-for-profit groups have organized in North America, and evolving global social conscience and financial ability has caused similar growth to mobilize in Europe, Middle East, Africa, and Asia. Serenic's opportunity not only serves the interests of its investors, but its solutions also contribute to the way many NFP organizations are able to carry out their work to improve human or other causes, somewhere on the planet. I certainly look forward to contributing where ever I can."

Mr. Keith joined the Corporation in November 2006, and was appointed to the position of CEO on July 1, 2007. Prior to joining Serenic, he played a significant role in advancing the growth of Navision technology, products and reseller channels in North America during the time he spent as President of the Navision US and Canadian companies, prior to their acquisition by Microsoft.

"We are very pleased to have Bruce and Randy join our board" stated Dwayne Kushniruk, Chairman of Serenic. "Bruce has excelled at a level that few other Canadian software entrepreneurs have been able to

achieve, and now continues to inspire us by dedicating so much of his time, resources and knowledge to so many worthy causes that require our products and services.” Kushniruk continued, “Randy’s strong leadership and experience, particularly regarding Microsoft’s Dynamics NAV partner channels, technology and products, has certainly evolved Serenic greatly during the past year. Together, Bruce and Randy joining our Board will assist us greatly in advancing our opportunities.”

**About Serenic Corporation:**

Serenic Corporation publishes mission-critical software products for not-for-profits (NFP), educational institutions and governments. The Company’s products are based on leading application and technology platforms from Microsoft, including Dynamics NAV, SQL Server, and .NET, and are distributed in North America and internationally through value-added resellers and a direct sales organization. Serenic Corporation is also the exclusive developer of human resource management and payroll products for Microsoft Dynamics NAV ERP users in North America.

Serenic was named the “ISV (Industry Solutions Vendor) Partner of the Year” by Microsoft in 2007 and is a member of Microsoft’s President Club and Inner Circle, the latter being an elite group of sixty-seven members representing the top 1% of Microsoft partners world-wide. Serenic has offices in Edmonton, Alberta and Lakewood (Denver), Colorado, and staff located throughout the USA.

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