

***FOR IMMEDIATE RELEASE***

TSX Venture Exchange Symbol “SER”

**SEND IT SOUTH JOINS SERENIC PARTNER CHANNEL**

***Teams will Help Deliver Financial Management Solutions to South Africa***

EDMONTON, Alberta, Canada (Feb. 17, 2010) -- [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 South Africa-based [Send it South](#) has joined its reselling partner network for [Serenic Navigator](#).

“We welcome Send it South’s partnership to continue localizing Navigator for customers in South Africa,” said Randy Keith, Serenic’s CEO and president. “Send it South’s experienced teams have a reputation of delivering quality products in a manner that focuses on supporting customers for the long term.”

Send it South specializes in [Microsoft Dynamics NAV](#), software development and website solutions for nonprofits and NGOs in South Africa. Its teams help Microsoft Dynamics NAV partners meet clients’ remote requirements by providing development, upgrades and support and maintenance services. In addition to its implementation team, its team of developers assist United Kingdom- and South Africa-based clients with outsourced development on the Microsoft Dynamics NAV platform.

“We were so impressed with Navigator and the support that Serenic provided to one of our clients that we decided to become a Serenic partner,” said Irene Coetzee, Send it South’s managing partner. “Serenic provides all of the tools and resources that a partner needs to succeed. They constantly assist on the sales and marketing front and are backed up by a very experienced implementation and support team.”

**About Send it South**

Send it South delivers IT services to companies and Microsoft Partners around the globe. Its base in South Africa, which is widely recognized as an emerging power house in the offshore outsourcing sector, provides access to skilled IT professionals with extensive U.K. experience at highly competitive rates and in a favorable time zone. Send it South is passionate about serving its community and supports local institutions by donating 10 percent of its profits to educating children in South Africa. Visit <http://www.senditsouth.co.za/>.

### **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. Serenic delivers highly scalable software solutions which serve the needs of an international clientele, regardless of their size. Our multi-language and multi-currency capabilities allow us to meet the sometimes unique requirements for accounting and operational systems that must be implemented in multiple locations throughout the world.

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).

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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