



**Tango Consulting Announces Launch of Retail Intellect CRM on Salesforce.com's AppExchange.
Built on Apex, Tango's Retail Intellect Solution Enables Retailers to Deploy an Industry-Specific On-Demand Solution Integrated With Their Salesforce Implementation."**

SAN FRANCISCO and NEW YORK, Jan. 16 /PRNewswire-FirstCall/ -- Tango Consulting, a leading retail integration and technology consulting firm, and salesforce.com (NYSE: CRM), the market and technology leader in on-demand business services, today announced the availability of Retail Intellect for salesforce.com's

AppExchange. Retail Intellect for AppExchange allows retailers to seamlessly integrate their ERP systems to the Salesforce suite of on-demand customer relationship management (CRM) applications. Additionally, among other features, Retail Intellect extends the ability of retailers to analyze sales data, provide superior customer service and evaluate campaigns and responses from within Salesforce. Built on salesforce.com's Apex on-demand platform, Retail Intellect for AppExchange is available immediately at <http://www.salesforce.com/appexchange> .

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050216/SFW105LOGO>)

"Traditional CRM solutions for retailers have excelled at capturing vast amounts of data; however, they have often overlooked the fundamental need to make sense of it all. Retail Intellect for AppExchange allows retailers to utilize this data and act on it with sophisticated email and direct mail campaigns which are personalized and unique to their purchasing habits. Additionally, Retail Intellect gives retailers access to a seamless, elegant, flexible working CRM solution that can be implemented in weeks, not months," said Dan Corbett, managing partner of Tango Consulting. "Retail Intellect for AppExchange goes way beyond simple customer lookups to give retailers a wealth of customer purchase history, campaign responses and customer support management that executives and managers can understand and appreciate."

Tango Consulting will be showcasing Retail Intellect for AppExchange this week at the National Retail Federation (NRF) 96th Annual Convention and Expo. More information regarding the NRF Expo can be found at <http://nrf.a2zinc.net/annual07/public/enter.aspx> .

"Salesforce.com's customers in the retail industry can use the AppExchange to find excellent on-demand solutions that meet their specific business requirements, such as Retail Intellect from Tango Consulting," said Matt Holleran, vice president, AppExchange partners, salesforce.com. "Today there are more than 500 on-demand applications on the AppExchange from developers, partners and the salesforce.com community, demonstrating the overwhelming momentum and opportunity for on-demand applications."

Apex and the AppExchange

Apex is the on-demand platform for the next generation of business applications. Apex reinvents traditional customization and integration and enables a whole new generation of on-demand applications that go beyond CRM. All Apex components and applications can be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange directory, enabling all the innovation that Apex unleashes to benefit the entire on-demand community.

Tango Consulting's Retail Intellect for AppExchange is one of more than 500 applications that are now available on salesforce.com's AppExchange, the world's first on-demand application directory, found at <http://www.salesforce.com/appexchange> .

The Apex on-demand platform is generally available today. The Apex programming language is available today for developer preview, and is currently scheduled to be available in beta to salesforce.com customers later in 2007.

About Tango Consulting

Established in 2002, Tango is a boutique management consulting firm dedicated to the Retail & CRM sectors. With deep business and technology knowledge, Tango delivers superior design and implementation of strategy, technology, and process solutions. Tango brings our clients a variety of initiatives and innovations that ultimately help drive revenue and cost savings, deliver bottom line results and enable our clients to move to a higher level of performance. Tango Consulting is headquartered in Norwalk, Connecticut.

About salesforce.com

Salesforce.com is the market and technology leader in on-demand business services. The company's Salesforce suite of on-demand CRM applications allows customers to manage and share all of their sales, support, marketing and partner information on-demand. Apex, the world's first on-demand platform, enables customers, developers and partners to build powerful new on-demand applications that extend beyond CRM to deliver the benefits of multi-tenancy and The Business Web across the enterprise. All Apex components and applications can be easily shared, exchanged and installed via salesforce.com's AppExchange directory, available at <http://www.salesforce.com/appexchange>. Customers can also take advantage of Successforce, salesforce.com's world-class training, support, consulting and best practices offerings.

As of October 31, 2006, salesforce.com manages customer information for approximately 27,100 customers and approximately 556,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Avis Budget Group, Inc, Dow Jones Newswires, Nokia, Polycom and SunTrust Banks. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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