

## **Office Accelerator Wireless BlackBerry Sync Now Available at BlackBerry App World**

*Office Accelerator Wireless BlackBerry Sync is now available for download from BlackBerry App World. App World is the largest retail store for BlackBerry applications. App World comes preinstalled on most of the new BlackBerry devices sold.*

May 27, 2011 (FPRC) -- Torrance, California - Baseline Data Systems announced today that its landmark application, Office Accelerator Client Relationship Manager (CRM), which allows BlackBerry Users to wireless sync their contact and calendar information to their desktop computer without wires or cables, is now available at BlackBerry® App World.™ BlackBerry App World is the largest online retail store for BlackBerry applications. Included with the Office Accelerator Wireless BlackBerry Sync service is the award winning Client Relationship Manager (CRM), Office Accelerator. Office Accelerator allows BlackBerry users to network their computers and BlackBerry without exchange server and without hiring expensive computer consultants. The announcement comes as the company, founded in September of 1990, adds the BlackBerry Wireless sync to its product suite which also includes the Office Accelerator CRM and Office Accelerator Email Marketing service.

“This was an important step in the delivery of our software to BlackBerry users. BlackBerry App World comes pre-installed on every BlackBerry shipped. This presents a significant revenue opportunity for Baseline Data Systems, as well as great exposure for our company,” said Chris Furgis, President. “Now that we’re available at App World, it will be easier than ever for BlackBerry users to access our service.”

### About Office Accelerator®

Office Accelerator was launched in October of 1991 as a software program that allowed Microsoft Word and WordPerfect users the ability to link their Word Processor to their address book for the easy creation of letters, labels, and envelopes. Office Accelerator has been licensed to many large companies including Mattel and Day Runner. Mattel’s Address Book Plus software product and Day Runner’s Contact Manager were two of highest selling Windows Address Books of all time. Both used the Office Accelerator phone book database engine created by Baseline Data Systems.

### About BlackBerry App World

BlackBerry App World is an application distribution service and application by Research In Motion (RIM) for a majority of BlackBerry devices. The service provides BlackBerry users with an environment to browse, download, and update third-party applications. The service went live on April 1, 2009. Of the three major app providers, it has the largest revenue per app at \$9,166.67 compared to \$6,480.00 and \$1,200.00 by the Apple App Store and Android Market, respectively.

### About Baseline Data Systems, Inc

Baseline Data Systems is located in Torrance, California, just 20 miles southwest of downtown Los Angeles. We have developed award winning software products and services for over 20 years. Our flagship Office Accelerator, a full featured contact manager, has won numerous industry awards and has sold more than 500,000 copies worldwide. For security reasons, all Office Accelerator

development is done in the United States of America.

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