

15 July 2013

Synety Group plc
("Synety" or the "the Group")

**SYNETY Announces CloudCall Click Integration and Partnership with
Salesforce.com**

SYNETY is pleased to announce that it has integrated its CloudCall® click-to-call, call recording and in-depth reporting solution with the world-leading cloud sales and CRM applications from Salesforce.com [NYSE: CRM]. Salesforce.com will market SYNETY's CloudCall Click solution through the Salesforce AppExchange cloud computing marketplace and via its sales operations.

The CloudCall® integration enables businesses using Salesforce.com to further boost employee productivity and efficiency with telephony services accessible directly from the CRM software. These features include desktop click-to-dial, full integration of detailed call histories, and embedding recordings of calls into contact records for easy replaying and management.

SYNETY has also entered into a reseller agreement with Salesforce.com enabling the company to offer integrated solutions to both existing and new customers.

Simon Cleaver, Synety's executive chairman commented: "Salesforce.com is a market-leading CRM and sales automation solution, and partnering with them is a major step forward for SYNETY. With CloudCall® available to Salesforce users via its AppExchange, we have access to a fantastic potential customer base. We're very pleased to announce this integration and partnership and with Salesforce.com and are expanding our sales team, to handle the expected growth in new enquiries and sales."

For more information about Synety's complete CloudCall range visit
www.synety.com

Simon Cleaver, Executive Chairman

Synety Group plc	+44 203 587 7117
finnCap Limited	
Charlotte Stranner	+44 20 7220 0500
David Bick, Mark Longson	
Square1 Consulting	+44 20 7929 5599

About SYNETY

Synety Group plc, formerly Zenergy Power plc, is a cloud based telephony software business and creator of the CloudCall suite. Designed to integrate with CRM (Customer Relationship Management) systems, CloudCall, allow businesses to make, record and monitor calls by simply clicking on a customer record in their CRM system.

Synety makes the art of communication richer, faster and more streamlined.