

FOR IMMEDIATE RELEASE

Contact:

Jeff Reade, President

Cole Valley Software

2900 North Government Way #273

Coeur d'Alene, ID 83815

E-mail: jreade@colevalley.com

Phone and Fax: (800) 447-1712 x81

www.colevalley.com

Cole Valley Software, Inc. Announces the Release of Client Relationship Console

Coeur d'Alene, ID – December 22, 2010 – Cole Valley Software announces the immediate release and availability of the latest addition to its suite of CRM products, Client Relationship Console (CRC). Client Relationship Console integrates with **any** CRM, VoIP phone, and time and billing system and provides users with data they want when they need it – collections, billing, and client relationship information, all at the user's fingertips. A popup window on the desktop provides the lawyer with a clear view of the caller's financial and contact data immediately, before the second ring of their phone.

“After trying a number of different ideas, we found that our lawyers would not make collections calls, but were willing to ask the client when they called. Using this product, in one month our firm reduced our A/R outstanding by 6 days, resulting in over \$1.2 million in additional cash on hand. It made our year!”, says Sam Shipley, CIO of Ulmer & Berne, a 200-lawyer firm in Cleveland, Ohio.

“We are excited to announce the new Client Relationship Console, and that it works with **any** VoIP, CRM and time & billing system commonly found in law firms,” says Jeff Reade, President, Cole Valley Software. “In this economic environment, it's important to leverage financial data to drive revenue and collections. This product does so by giving the lawyers and other professionals data when they need it, either with an incoming call or on demand. It can be used for collections, for cross-selling initiatives, and other internal campaigns, allowing firms to leverage the information they have internally and deliver it when it is most valuable.”

ContactEase is a client relationship management and marketing automation solution uniquely tailored for the specific business practices of professional service firms. The product, which is currently installed in more than 200 firms, enables users to manage, coordinate and synchronize business development data and activities as well as client service processes. Beyond contact management, ContactEase empowers marketing staff to execute and automate all marketing and business development campaigns from one central system.

About Cole Valley Software

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Since 1991, Cole Valley Software has served the legal and accounting professions by delivering marketing automation. Based in Coeur d'Alene, Idaho, Cole Valley offers contact management and marketing solutions designed to integrate seamlessly with most accounting, human resource, database and office applications. The company's flagship product, ContactEase CRM software, is installed at many leading law and accounting firms in North America. For more information, visit www.colevalley.com.

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