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Contact:

Jeff Reade, President

Cole Valley Software

2900 North Government Way, Suite 273

Coeur d'Alene, ID 83815

Email: sales@colevalley.com

Phone: 800-447-1712 x81

Cole Valley Software Announces Launch of ContactEase Relationship Discovery™

Software gives law firms the ability to develop new business by unearthing contacts from emails

Coeur d'Alene, ID – January 30, 2008 – Cole Valley Software today announced ContactEase Relationship Discovery, the first CRM product to include Enterprise Relationship Management (ERM) capabilities within a CRM platform. ContactEase allows law firms of all sizes to grow business by unearthing contacts and relationships that exist only in email communications or calendar items.

Until now, attorneys using CRM software for business development have been limited to mining their Outlook Contacts or Client Relationship Manager, and the addition of ERM technology to Cole Valley Software's highly successful CRM software program has law firms talking about how they can use ContactEase to more effectively track relationships to business prospects.

"We're excited that Cole Valley Software is adding Relationship Discovery to ContactEase," said Steve Barrett, CMO of Drinker, Biddle & Reath in Philadelphia. "We've long recognized the fact that email is the second greatest repository of contacts within the firm and having this aspect of CRM is key. Relationship Discovery is a unique CRM feature in the legal market and makes the job of attorneys and their marketers much more productive by discovering and being able to use critical relationships quickly and easily."

"Riker Danzig is very interested in exploring a product that would identify the e-mail addresses of our existing contacts without the need for direct communication with those contacts, which would be an enormously time-consuming and expensive proposition," said Richelle Delavan, Director of Practice Development, Riker Danzig Scherer Hyland & Perretti LLP of Morristown, NJ. "Such a product would greatly enhance the effectiveness of our e-mailed marketing communications."

In today's business world most communication is carried on via email but users often fail to capture contact information from email in their address books and calendar systems. Significant relationships are often not known within a firm, even one that has a CRM system that is effectively used. ContactEase Relationship Discovery allows a firm to quickly and easily identify who knows whom, to measure the relative strength of the relationship as compared to others, and to allow all attorney and staff relationships that exist in a firm to be leveraged, whether for business development or recruitment.

“As law firms market themselves within an increasingly competitive environment, they need to have a quick and easy way to find relationships they may not know exist,” explained Jeff Reade, President of Cole Valley Software. “Relationship Discovery is a natural extension for ContactEase, given its existing ability to integrate with Outlook, most time & billing software, and other data sources. We expect that many of our clients will double the number of valuable contacts within ContactEase using data that already exists in the firm.”

About Cole Valley Software

Since 1991, Cole Valley Software has served the legal profession 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, is a client relationship management and marketing automation solution uniquely tailored for the specific business practices of law firms. The product, which is currently installed in more than 200 firms, enables users to manage, coordinate and synchronize multiple client touch points including phone, fax, e-mail, and events. Beyond contact management, ContactEase empowers marketing staff to execute and automate all marketing and business development campaigns from the same central database. For more information, visit www.colevalley.com.