

Cole Valley Software's New Version of ContactEase Allows One-Click Mail Merge Integration and Enhanced Outlook Synchronization

SAN FRANCISCO--(BUSINESS WIRE)--Sept. 30, 2002--Cole Valley Software, the pioneer of business development software for professional service firms, has introduced ContactEase® 9.10, a new version of its flagship product that makes it possible for firms to use existing software to access information on client relationships and automate their marketing activities.

The new release features a customized Microsoft Outlook® form that allows users to access the complete firm-wide database from within Outlook, without any additional training. The form performs duplicate checking and brings ContactEase's categories and client/matter information directly into Outlook. The system also allows users to access the firm-wide data from within GroupWise®.

Another powerful new feature is a utility that allows users to click on a button in ContactEase and instantly email a personalized email directly to a list of contacts. With this enhancement, firms can now either email or mail a personalized letter to their selected contact list directly from ContactEase. Links can even be set up in the email to allow respondees to go directly to the firm's Web page for data updates or event signup.

"With the new features in Version 9.10, ContactEase becomes an even more powerful client relationship management and marketing automation solution, because users in Outlook or GroupWise do not need to have any specific training in order to utilize the system, and their data can be easily merged with that from other users," said Jeff Reade, president of San Francisco-based Cole Valley Software.

According to Reade, there are a wide range of additional enhancements in the new release of the product, including:

-- Customized Integration Tools -- A new customizable tools menu allows users to open up outside programs such as iManage, PC Docs, accounting programs, and others and pass data from ContactEase directly into the other application.

-- Lotus Notes Synchronization Enhancements -- ContactEase synchronization directly with Lotus Notes Addressbook has been substantially enhanced, including scheduling for any time or interval.

-- Crystal Reports -- New direct integration with Crystal Reports includes a set of pre-made reports for ContactEase and allows users to write reports from the ContactEase application.

ContactEase is available in two editions, depending on the size of the firm. The Enterprise Edition is for approximately 25 or more users working on a firm-wide database, and is based on an SQL server platform that offers powerful security and customization. The Business Edition is a scaled-down version designed for smaller organizations that is based on a Microsoft Access(R) database platform. Both editions use the same database structure, making upgrades easy at any time. For information about pricing, please call 415/552-7900 or send an email to Sales@ColeValley.com.

Since 1991, Cole Valley Software has pioneered the development of award-winning marketing software that gives professional service firms a competitive advantage by making it easy to

capture, analyze and leverage client and prospect intelligence. The company's products are used in a number of vertical markets, with an extremely strong and loyal customer base in the law firm market. ContactEase, Cole Valley's flagship product, enables firms to increase new business development by harnessing isolated islands of contacts and bringing them together into one comprehensive, firm-wide view. For more information, please visit www.colevalley.com.