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Ulmer & Berne LLP Selects Contactease Crm Software

Major Midwest Law Firm Chooses Cole Valley's Product

Based on Ease of Use and Superior Value

Coeur d'Alene, ID, October 2, 2006... Cleveland-based Ulmer & Berne LLP has chosen Cole Valley Software's ContactEase software as its Client Relationship Management (CRM) system. With four locations and over 400 total users, the firm selected ContactEase due to its excellent contact management features and its superior value in comparison with competitive products. Ulmer & Berne purchased ContactEase in August 2006 and just completed its initial install throughout the marketing department. The CRM system will be gradually be rolled out across the entire firm in a phased approach.

"For three years, Ulmer & Berne had looked for a CRM product that would help solve marketing and operational issues as well as better managing lists and events," says Marketing Director Tia Atchison who worked with CIO Sam Shipley to move the selection process forward. "We needed a product that would help us to clean up the marketing data, use it more efficiently, and stay abreast of the trends. ContactEase was the product that would best sell itself within the firm." Shipley comments, "ContactEase was our product finalist due to a better fit and value for the contact management capability we needed. Since the product is so user-friendly, even though we're in the beginning phases we have already begun to apply the technology and realize its benefits."

Atchison further explains that their November holiday card mailing will be the first major initiative where ContactEase will prove its worth. “Using the CRM system, marketing staff can clear up duplicates in the database, cutting down on wasted time and money. ContactEase will build a new level of efficiency into the marketing department’s processes”, says Atchison.

“Now that the install is complete and the marketing group is up and running, we will be assisting Ulmer & Berne to complete the firm-wide rollout” said Jeff Reade, President of Cole Valley Software. “Considering the strong reputation that Ulmer & Berne has in the market place, we are very pleased that they have chosen ContactEase.”

ContactEase CRM software enables law firms to manage, coordinate and synchronize client contact information including phone, address, and e-mail information, as well as any communications, events and relationships with others at the firm. The CRM system creates a firm-wide contact database, providing attorneys with a more complete picture of their contacts as well as those of their fellow attorneys. With updates from time & billing and other data sources, ContactEase creates a central electronic information bank which becomes an essential resource for both legal and marketing professionals within the firm.

About Cole Valley Software

Cole Valley Software’s ContactEase Client Relationship Management (CRM) system enables law firms to manage, coordinate and synchronize client touch points including phone, fax, e-mail and events and relationships with others at the firm. Since 1991, Cole Valley Software has delivered fully integrated firm-wide marketing automation software specifically tailored to the needs of law firms. For more information, visit www.colevalley.com.

For more information or an interview with Jeff Reade, call Christy Burke at 917-623-5096.

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