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Cole Valley Software Wins GrayRobinson Account

Fast-growing Law Firm Chooses ContactEase CRM Software

Coeur d'Alene, ID – November 2, 2006 – GrayRobinson, one of Florida's fastest-growing full-service law firms, has chosen Cole Valley Software's ContactEase as its Client Relationship Management (CRM) software. ContactEase, beating out the competition on price and ease of use, will be used throughout GrayRobinson's marketing department.

"Originally we considered another CRM system," says Keith James, GrayRobinson's Director of Marketing, "but ContactEase was much more user-friendly and the product support has been phenomenal. When we needed customized reports for an upcoming event, Cole Valley's technical team provided incredibly fast turnaround. We couldn't be happier."

GrayRobinson's marketing personnel will use ContactEase to quickly incorporate outside contact lists, consolidate and organize data and cut down on inconsistencies and duplicates in their database. "The actual software installation and training for GrayRobinson took only four days," noted Cole Valley CEO Jeff Reade, adding "two days for the remote install and two on site for end-user and admin training. The marketing people tell us that they're excited about how easy the product is to use and that they're more self-sufficient and rely less on their IT department for maintaining their database."

With 10 offices and 200 attorneys, GrayRobinson is the 6th largest law firm in Florida and works with Fortune 500 companies, local governments, lending institutions and small businesses. This season, the

marketing department will use ContactEase to track RSVPs and attendance for the two largest marketing initiatives of the year - upcoming client holiday parties in Tampa and Orlando.

“Attendance lists for these events are in the thousands,” said James. “With all our contacts in one system, we can easily track responses and attendance, issue thank you letters, and store information about other events people are interested in attending. It really helps in targeting our client development and saves hours of time and wasted postage, yielding an immediate return on our ContactEase investment.”

James explained that with reports generated by ContactEase, the marketing team can specifically identify what programs are and aren't working, and adjust their efforts accordingly. While the firm initially chose ContactEase for the marketing department, James added that they would consider expanding it to other departments in the future.

ContactEase CRM software enables professional service 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 updates from time and billing and other sources, ContactEase creates a firm-wide database, providing professionals with a more complete picture of their contacts, as well as those of their colleagues. The product also features Advanced Microsoft Outlook address book integration, a new function giving users quick access to ContactEase data while working in Outlook.

About GrayRobinson

GrayRobinson is one of Florida's fastest growing law firms. The 37-year-old, full-service firm provides legal services for Fortune 500 companies, emerging businesses, lending institutions, local governments, developers, entrepreneurs and individuals across Florida, the nation and the world. The firm has offices in Tampa, Tallahassee, Orlando, Naples, Melbourne, Lakeland, Key West, Jacksonville, Fort Lauderdale and Clermont. www.gray-robinson.com

About Cole Valley Software

Cole Valley Software's ContactEase Client Relationship (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. www.colevalley.com

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