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Jackson Kelly Purchases ContactEase CRM
After Detailed Competitive Analysis
*West Virginia Law Firm Chooses to Convert to
Cole Valley Software's Flagship CRM Software*

Coeur d'Alene, ID – May 21, 2007 ó Cole Valley Software announced that 170-attorney law firm Jackson Kelly PLLC has purchased ContactEase CRM (Client Relationship Management) software system after evaluating eight CRM products over 18 months. The West Virginia-based firm ultimately chose to convert to ContactEase from the incumbent product, LexisNexis® InterAction® based on the product's functionality, ease of use, and anticipated high user adoption rate.

Eric Whytsell, an attorney at Jackson Kelly, is Chair of the firm's Business Development Committee which selected ContactEase. Whytsell said, "We expect user adoption to be significantly high, which will lead to a faster and greater return on our investment." He explained that the firm will be integrating ContactEase with its CMS accounting system to harvest business intelligence data. "By pulling the billing and financial information from CMS into ContactEase, we plan to develop a complete and useful understanding of our relationship with our clients." Whytsell predicted that Jackson Kelly users will be particularly enthusiastic about the customized e-mail sending option which allows them to mail merge mass e-mails and personalize the messages as necessary before they are sent.

"Cole Valley's sales staff and support team have been extraordinary. Their product will be incredibly useful for our attorneys and staff," said Thomas McChesney, Director of Marketing for the firm. "We are looking forward to having ContactEase implemented to help us prepare for several important marketing events planned for the fall and winter."

McChesney said that ContactEase will allow Jackson Kelly to service client needs more effectively. He added that the CRM system will also promote more cross-pollination and collaboration between

lawyers at different offices. "Access to ContactEase will encourage individual attorneys to share and pool their client knowledge for the overall benefit of our clients and the firm," added McChesney.

The CRM conversion and firm-wide rollout of 450 ContactEase licenses across 10 office locations is scheduled for the second half of 2007. Cole Valley's tech support will be handling the conversion, installation and training of the CRM system. Cole Valley's President Jeff Reade said, "We are extremely pleased to have Jackson Kelly as a new client. Our technical team is already working closely with key members of the firm to successfully plan and execute the conversion from InterAction to ContactEase."

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 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. It also now features Advanced Microsoft Outlook integration, a new function giving users quick access to any ContactEase data while working in Outlook.

About Jackson Kelly PLLC

Established in 1822, Jackson Kelly PLLC represents leading global corporations, mid-size companies, and entrepreneurs in a host of industries including pharmaceutical, energy, and technology. The firm is headquartered in Charleston, West Virginia and has a total of 10 offices. For more information, visit www.jacksonkelly.com.

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 CRM software, is installed at many leading law firms in North America. For more information, visit www.colevalley.com.

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