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**Z-Firm introduces FaxRush Connector for RightFAX
for powerful integration with GoldMine and SalesLogix**

SEATTLE – Z-Firm LLC, developer of the popular FaxRush fax automation software, now offers GoldMine and SalesLogix (NASDAQ: SLGX) users an instant bridge to RightFAX for interactive and automated merging, faxing and tracking of documents. The FaxRush Connector for RightFAX provides seamless integration with RightFAX v5.2 and higher servers using a unique 'zero client' architecture.

With the FaxRush Connector for RightFAX, FaxRush handles all integration and communication with the contact manager, then submits prepared fax jobs to the RightFAX server, which sends the final transmission to the recipient. As a result, no additional hardware or phone lines are required.

"Sales professionals can easily look up and fax contact records, product information, price lists, satisfaction surveys and more," said Rafael Zimberoff, president of Z-Firm. "With FaxRush's advanced merge features, users can fax merge complex documents that automatically include summary and relational data from GoldMine or SalesLogix databases— with no additional client software."

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The FaxRush Connector for RightFAX has zero footprint on client stations, and can be used with Microsoft SQL and other platforms supported by GoldMine and SalesLogix without any software modifications. In addition, data can now be merged onto templates, allowing GoldMine and SalesLogix users to:

- Fax an appointment confirmation that includes all appointment data
- Merge data from custom fields
- Fax comprehensive contact reports with history, activity records and referrals
- View true fax status within the application

Solutions integrators for GoldMine and SalesLogix also realize the productivity benefits that FaxRush Connector for RightFAX provides. "We can offer powerful print and fax merge features for dozens of users at a time without touching a single desktop PC," said Ron Buchanan, Director of CRM Solutions, Software Enterprises, Inc, an Authorized GoldMine Solution Provider. "The combination of RightFAX and the FaxRush Connector provides a fax server the enterprise can use and it's an absolutely 'bullet-proof' server technology for the GoldMine user. The Connector for RightFAX means that RightFAX users can leverage their existing investment with minimal additional costs."

Steve Raizes, president and CEO of LeadTrack Systems, the No. 1 SalesLogix Business Partner, 1998 said, "The FaxRush Connector for RightFAX opens new doors for our customers by giving them seamless communications—all from within the SalesLogix environment. The bottom line is that it saves time and money. With the Connector for RightFAX, corporations get powerful integration features without having to install additional hardware. Sales people can focus on achieving their objectives instead of dealing with the details of sending and receiving documents."

Easy Implementation

Sites already using GoldMine or SalesLogix can implement FaxRush Connector for RightFAX non-intrusively. Installation is minimal with no hardware to configure: all hardware is configured in RightFAX. The seamless integration with GoldMine and SalesLogix means there are no new screens or menus for end users, thus minimal training is required.

Administration

Like GoldMine and SalesLogix, FaxRush offers central administration. A consistent company look and feel can be presented to customers and prospects, ensuring they receive the proper messaging.

Automation

FaxRush is ideal for controlled distribution “drip” marketing systems and automated fax interaction systems thanks to its integration with automated processes. It’s easy to set up a track to automatically send different documents at pre-determined intervals, with all sales people consistently communicating with their contacts. Integration allows even remote users to fax via the central fax server, eliminating the need for remote users to install or use fax software.

Document Integration

FaxRush integrates with existing company documents, such as Adobe Acrobat files commonly used to present product documentation on the Web. The optional PDF module for FaxRush allows administrators to implement Acrobat files instantly in the FaxRush literature library.

System Requirements

The FaxRush Connector for RightFAX requires Microsoft Word 97/2000 and a minimum Pentium 60 Windows 95 PC with 24MB RAM and a network connection (TCPIP protocol recommended). The FaxRush Connector is compatible with GoldMine v4 dBase & SQL, SalesLogix v2.x or v3.x, and RightFAX v5.2 and higher.

Other Company Information

GoldMine Software Corp. is a leading, worldwide developer of software solutions for customer relationship management and automating sales and marketing teams. Corporate headquarters is at 1125 Kelly Johnson Blvd., Colorado Springs, CO, 80920-3961. For more information call (310) 454-6800, fax (310) 454-4848 or visit www.goldminesw.com.

RightFAX, Inc., a subsidiary of Applied Voice Technology, Inc., (NASDAQ: AVTC) is the leading developer of advanced fax server solutions for mid-size and larger businesses. RightFAX, the company’s leading product, is a server-based fax solution that allows users to send and receive faxes directly from their network workstations. The company is located at 6303 East Tanque Verde, Ste. 200, Tucson, AZ, 85715. Phone is (520) 320-7000 ext. 600, fax is (520) 321-7456, or visit www.RightFAX.com.

SalesLogix Corporation (NASDAQ: SLGX) is the developer of the SalesLogix sales automation system that features account and contact management, lead tracking, opportunity management and more. Corporate headquarters is at 8800 North Gainey Center Drive, Suite 200, Scottsdale, AZ 85258. SalesLogix may be reached by phone (480) 368-3700, fax (480) 368-3799 or on the Internet at www.saleslogix.com.

About Z-Firm LLC

Founded in 1992, privately held Z-Firm LLC develops office automation software including the company's flagship product FaxRush, the time-saving fax solution for sales and marketing professionals, StripMine, a powerful search tool for GoldMine users, and CashRush, an order entry/merchant account processing tool for GoldMine. FaxRush has thousands of installations, each with multiple users, at corporations and organizations such as Iomega, Banker's Exchange, Innovative Software, Chicago White Sox, Catholic Charities, Virtual Search, and GoldMine Software.

In 1998 FaxRush was awarded "Best of Fax" by the American Facsimile Association. FaxRush is the first-ever third-party application certified by SalesLogix as "SalesLogix Compatible" and is the top SalesLogix enhancement as selected by SalesLogix Business Partners. Z-Firm was named GoldMine developer of the year in 1997 and 1998. Z-Firm is a SalesLogix Certified Independent Software Vendor (ISV) and a Microsoft Certified Solution Provider.

Z-Firm has offices in Petaluma, Calif. and Seattle. Visit Z-Firm on the Internet at www.faxrush.com.

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