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Z-Firm's OmniRush v6 Released

Major new features and enhancements in second major version of the award-winning communication server for SQL and CRM.

Seattle, Wash and **Santa Rosa, Calif** – April 15, 2003 – Z-Firm LLC today announced availability of version 6.0 of OmniRush[®], the award-winning marketing, shipping, and communication server. Version 6.0 adds support for new CRM and SQL platforms, and brings new cutting edge features to small and mid-sized business. Significant enhancements have been made to the OmniRush merge engine and to the OmniRush Commerce Server.

“This version brings more power and flexibility to CRM users and SQL developers than any other tool,” said Rafael Zimberoff, Manager, Z-Firm LLC. “Businesses need the benefits of server based automation, and flexibility to meet their day to day operations requirements. OmniRush achieves both in version 6.”

The OmniRush merge engine was enhanced to include support for Crystal RPT files, and extensive enhancements were made to the OmniRush HTML merge and Word-Merge-to-PDF-and-Email features. The OmniRush Commerce Server was expanded to include drop shipping functionality, and corporate fulfillment features for remote offices. Additionally, CRM host support was expanded to support:

- GoldMine v6 Business Contact Manager
- GoldMine v6 Business Contact Manager Corporate Edition
- SalesLogix v6 by the Best Software, CRM Division (London: SGE.L)
- Microsoft (NASDAQ: MSFT) Business Solutions' Customer Relationship Management

OmniRush has supported the Microsoft SQL Server and Oracle (NASDAQ: ORCL) database platforms since version 5. In version 6.0, developer access to OmniRush is expanded to include most database servers that take standard SQL syntax and offer OLE DB database

drivers. Tested platforms include:

- Pervasive (Nasdaq: PVSW) SQL 8, v7 and 2000
- MySQL

“With OmniRush, I can set up a CRM system to automatically drip marketing literature to prospects and to send out merge information based on customer status changes. The server based power is unparalleled, and in a SQL environment, I have tons of merge options, “ said Scottie Sharpe, President, Rosenvick, Inc., a CRM reseller in San Jose, California that specializes in helping mortgage professionals profit with GoldMine. “We have been selling OmniRush for years. OmniRush lets me deliver a powerful solution that keeps track of prospects and customers and communicates with them automatically. I can even set it up to automatically print bar coded overnight shipping labels when customers need contracts sent to them. Version 6 lets me do all that, with even more features and flexibility.”

Availability and Pricing

OmniRush v6 is available now from the Z-Firm reseller channel and directly from Z-Firm.

OmniRush is compatible with several CRM platforms and SQL database servers including Microsoft SQL Server and Oracle. Pricing starts at \$895.

About Z-Firm LLC

Z-Firm creates and markets software to automate marketing, communication, and shipping. Z-Firm’s OmniRush and ShipRush® solutions automate shipping with the leading carriers. Z-Firm solutions are compatible with leading CRM systems and accounting applications like Microsoft Business Solutions--Great Plains, Intuit’s QuickBooks, PeachTree Accounting, and others. Software developers and ISVs use Z-Firm’s developer tools to integrate shipping and communication into accounting, order entry, marketing, and customer service applications.

Z-Firm was founded in 1992 and is privately held. Z-Firm’s products have received many awards, including Communications Solutions “Editor’s Choice”, “2001 Product of the Year”, “2002 Users Choice” and others. Z-Firm has been awarded “Developer of the Year” three times by FrontRange Solutions Corp. (formerly GoldMine Software Corp.), and “Best Integrated with GoldMine” in 2002. Z-Firm is a Microsoft Certified Solution Provider. The company is headquartered in Seattle, Wash and Santa Rosa, Calif. Contact Z-Firm at (707) 543-2747 or visit www.zfirm.com.

Note: ShipRush and OmniRush, among others, are registered trademarks of Z-Firm LLC

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