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FOR IMMEDIATE RELEASE

**Z-FIRM'S FAXRUSH® NOW INTEGRATES WITH SALESLOGIX® WEB
CLIENT™ FOR AUTOMATED FAX AND PRINTING**

**FaxRush Adds Internet-Ready Fax And Print Merge Capability Without Additional
Client Software**

PETALUMA, Calif. (Apr. 12, 1999) – Z-Firm LLC, a leading developer of automated office solutions, is now shipping FaxRush for SalesLogix® Web Client™, today announced Rafael Zimberoff, manager, Z-Firm. FaxRush allows SalesLogix Web Client users to merge-print and merge-fax customers and prospects utilizing a Web browser anywhere, anytime.

"Imagine that SalesLogix users can now lookup contact records and fax product information, price lists, satisfaction surveys and more with no other software loaded other than a Web browser," said Zimberoff. "With FaxRush's advanced print merge, SalesLogix users can now print mailing labels with enclosure codes at the central office which can then be shipped – all through a virtual Web office connection."

"The SalesLogix Web Client combined with FaxRush gives our web users a superior level of print and fax automation without having to install additional client software," said Doug Nicholas, SalesLogix Vice President of Business Development. "The result is a virtual front office solution that saves our customers' time and money and gives them anywhere, anytime print- and fax-merge capabilities."

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FaxRush for SalesLogix Web Client has zero footprint on client stations, and can be used from any installation of SalesLogix Web Client without modification to SalesLogix. In addition, SalesLogix data can now be merged onto templates, allowing users to:

- Fax an appointment confirmation that includes all appointment data,
- Merge data from SalesLogix custom tables,
- Fax comprehensive contact reports with history, activity records and associations,
- View real time fax status through the Web browser.

Easy Roll Out

Sites already using the SalesLogix Web Client can now implement FaxRush non-intrusively. With the FaxRush server installed at headquarters, all Web Client users have instant access to fax and print merge services.

Administration

Like the Web Client itself, FaxRush offers central administration of the fax form library. A consistent company look and feel can be presented to customers and prospects, ensuring they receive the proper messaging.

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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.

Solutions integrators are also realizing the productivity benefits FaxRush for SalesLogix Web Client provides. "FaxRush for the SalesLogix Web Client is real automation," said Rick Chamberlain, regional director, BusinessFX. "We can set up hundreds of users for powerful fax and print merge without touching a single desktop PC. Now that is real sales automation power."

FaxRush was the first application certified as a SalesLogix Certified Compatible application. FaxRush also been awarded "1998 Best of Fax Awards" by the American Facsimile Association and "Developer of the Year" by GoldMine Software Corp (1997 & 1998). Z-Firm is a Microsoft Certified Solution Provider and a SalesLogix SolutionPack Partner.

FaxRush for SalesLogix Web Client requires Microsoft Word 97 and a minimum Pentium 60 Windows 95 PC with 24MB RAM and a Brooktrout TruFax card. FaxRush supports up to 12 fax channels per FaxRush server. SalesLogix v3.0 and v3.1 are supported.

FaxRush is used at such leading companies and institutions as Iomega, Banker's Exchange, Innovative Software, Westek, NationJob, Chicago White Sox, Catholic Charities and Virtual Search.

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ABOUT SALESLOGIX

SalesLogix is a leading provider of front office automation software for mid-market companies. The company's front office solutions – now in use by more than 1100 companies – support direct, indirect, and e-commerce based selling organizations across a variety of platforms, including the Internet, Windows-based desktops and laptops, and PDAs. Headquartered in Scottsdale, Arizona, SalesLogix can be found on the World Wide Web at <http://www.saleslogix.com/>.

ABOUT Z-FIRM LLC

Founded in 1992, privately held Z-Firm LLC specializes in office automation software and is the creator and developer of FaxRush, the leading fax automation solution for sales and marketing professionals. Corporate headquarters are located at 40 Fourth St., Ste. 201, Petaluma, CA 94952. For more information, call (707) 762-4832, or visit www.faxrush.com.

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