

FOR IMMEDIATE RELEASE

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Z-Firm's ShipRush® named finalist in Fourth Annual Users Choice Awards

Seattle, Wash and Santa Rosa, Calif – July 9, 2002 – Z-Firm LLC has been named a finalist in The Fourth Annual Users Choice Awards, sponsored by RealMarket. Z-Firm's ShipRush® product competed in the Sales Tools category.

The Users Choice Awards is the only awards program in which customer relationship management (CRM) products are judged by the end-user. There were 80 product entries in multiple categories within: Sales, Support and Marketing Automation.

All finalists will receive either a "Gold Best-in-Class" or "Best-in-Class" Award. The awards ceremony will be held during DCI's Customer Relationship Management Conference and Expo at the Jacob J. Javitz Convention Center in New York on Wednesday, August 28 2002.

Awards will be presented by Gary Lemke, President of RealMarket along with representatives from the Program Partners; Help Desk 2000, Consortium for Service Innovation, Call Center Network Group and Help Desk Institute. Regarding the awards program, Mr. Lemke stated, "The Users Choice program truly finds the best solutions....those that have the biggest impact on and best satisfy their customers."

About RealMarket

RealMarket is a market research and intelligence firm dedicated to helping advance the Customer Relationship Management market through research and education. The company publishes RealMarket Today!, that covers news and financial information for the CRM industry and reaches over 30,000 readers daily. RealMarket is headquartered in Indianapolis, Indiana. (<http://www.realmarket.com>)

About Z-Firm LLC

Z-Firm creates and markets software to automate marketing, communications, and fulfillment. Z-Firm's OmniRush® and ShipRush® solutions automate shipping with UPS® (NYSE: UPS), Airborne® (NYSE: ABF), and the leading overnight carrier. Z-Firm solutions are compatible with GoldMine, SalesLogix, ACT! and accounting software such as QuickBooks by Intuit. Z-Firm also publishes developer and OEM

versions of ShipRush and OmniRush for integration into accounting, order entry, marketing, and customer service applications.

Z-Firm was founded in 1992 and is privately held. FaxRush 4.0 received an Editor's Choice award in the March 2001 issue of Communications Solutions, which then named OmniRush a 2001 Product of the Year in its January, 2002 issue. Z-Firm has been awarded Developer of the Year three times by FrontRange Solutions Corp. (formerly GoldMine Software Corp.), most recently in August 2001. 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.

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