

FOR IMMEDIATE RELEASE

TMC Contact:

Bill MacRae
203-852-6800, ext. 226
bmacrae@tmcnet.com

Z-Firm Contact:

Angela Halsey
707-543-2747
angela@zfirmllc.com

Z-Firm, LLC Receives *Customer Inter@ction Solutions*[®] Magazine's "CRM Excellence" Award for 2004

OmniRush Singled Out For Helping Clients Improve CRM

Seattle, Wash and Santa Rosa, Calif — July 6, 2004 *Z-Firm, LLC* announced that Technology Marketing Corporation (TMC[™])'s *Customer Inter@ction Solutions*[®] magazine has named *OmniRush*[®] as a recipient of a CRM Excellence Award for 2004. *Customer Inter@ction Solutions*[®] has been the premier publication in the CRM, call center and teleservices industries since 1982.

The OmniRush family of productivity servers are tools to market, sell, support, notify, and ship. OmniRush integrates tightly with CRM systems, Microsoft SQL Server, Oracle, and custom applications. It empowers staff by putting email, fax, print, and DHL, FedEx[®], and UPS[®] shipping capabilities inside applications they already use. Centralizing communication enables the enterprise – everyone knows who sent what, how, and when.

"We believe the computer should simply do more of the work. The OmniRush Server is like adding virtual staff to a business. We are grateful that TMC agrees!" said Rafael Zimmeroff, Manager, Z-Firm LLC. "The new version 7 of OmniRush brings even more power to bear."

"Z-Firm has demonstrated to the editors of *Customer Inter@ction Solutions* that their products and services have substantially improved the processes of their clients' businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset...their customers," said Nadji Tehrani, founder and chairman of TMC, publishers of *Customer Inter@ction Solutions*.

The CRM Excellence Award winners for 2004 will be published in the May and June issues of *Customer Inter@ction Solutions* magazine.

About Z-Firm, LLC

Z-Firm LLC specializes in the development of office automation software. Z-Firm products are designed to work with existing CRM software such as ACT!, Goldmine, MSCRM, SalesLogix and other CRM systems. Z-Firm's software is automating the workplace, handling mail-room automation, fax and print merge, literature fulfillment, fax marketing, internet document delivery, ecommerce, shipping, and more. Visit www.zfirm.com for more information.

About TMC[™]

Celebrating more than 30 years as a leading publisher, Technology Marketing Corporation (TMC[®]) publishes *Customer Inter@ction Solutions*[™], and *Internet Telephony*[®] magazines, and the online publications, TMCnet.com[®], Planet PDA[™] Magazine, Alternative Power[™] and BiometriTech[™]. TMC[®] is also the first publisher to test new products in its own on-site laboratories, TMC[®] Labs. TMCnet.com publishes more than 25 online newsletters. Visit www.tmcnet.com for details.