

FOR IMMEDIATE RELEASE

Contacts:

Angela Halsey
Z-Firm LLC
(206) 568-0720 ext. 101
E-mail: angela@zfirmllc.com

Tricia Cate
Z-Firm LLC
(707) 543-2747 ext. 113
E-mail: tricia@zfirmllc.com

New ShipRush® Release Revolutionizes Small Business Shipping

Two-Time Users' Choice Winner Adds UPS® Shipping to their Flagship Software for Small Businesses and the Developer Community

Seattle, Wash and **Santa Rosa, Calif** – November 13, 2003 Z-Firm LLC announced the availability of ShipRush® version 3 for Windows, the 'ship' button for leading CRM and accounting systems. ShipRush makes shipping an easy, integrated operation for small- and mid-size businesses—similar to the advanced automation found in large enterprises. Users can now process UPS® shipments without leaving programs like QuickBooks, Peachtree, ACT!, GoldMine, and others. Tight integration means higher productivity for shipment processing. Automatic shipment logging means better customer service because shipment details are stored in the accounting or CRM system, where all users can access it.

Small businesses usually need to use multiple applications to handle tasks like parcel shipping. Typically, customer address data lives in a CRM or accounting system, but shipments are processed from dedicated shipping software. Where large enterprises have sophisticated systems that automate shipment label printing, the small shop is normally forced to jump from one program (or web site) to another. ShipRush tackles this problem by integrating with the software small businesses already use.

ShipRush is also a tool for developers. Programmers using .NET, Visual Basic, Java, and other languages can easily add 'ship' buttons to their applications with the ShipRush API. This allows UPS® shipping services to be easily added to custom applications, as well as ecommerce, workflow, and other systems.

Quick Setup

ShipRush installs in minutes, and offers out of the box integration with several accounting and CRM programs (full list below). Users get the benefit of integrated shipping, without needing IT assistance or consulting time. Installation is as easy as running Setup, and

selecting the 'target' accounting or CRM application from a list in ShipRush.

Easy for Programmers

Many businesses use custom applications created using tools like Visual Basic, Access, Delphi, .NET and others. ShipRush offers a visual control that is easy to embed in custom applications. This allows developers to add a rich shipping interface to custom applications, often in just hours. Server developers can use the ShipRush Web Service to process UPS® shipments from applications created with .NET, ASP, Java and other tools.

New Features

ShipRush version 3 brings a raft of new features to the shipping community, including:

- 100% internet based operation—no special hardware required.
- Attractive & functional user interface.
- True multi-user—multiple users can add to a single daily manifest.
- Powerful drop-shipping features.
- Shipping templates allow shipments to saved as templates for easy re-use.
- New shipment notification options
- Rate markup options
- Rich Software Developer Kit (SDK) for programmers

Price and Availability

ShipRush version 3 is available directly from Z-Firm. Pricing starts at \$125. ShipRush v3 is UPS OnLine® compatible.

ShipRush is available with 'out of box' integration to the following: Intuit QuickBooks, Peachtree accounting, Microsoft (NASDAQ: MSFT) Great Plains, Microsoft Small Business Manager, Microsoft Retail Management System, Microsoft Outlook, Act!, GoldMine, SalesLogix, and custom applications via the (ShipRush SDK).

About Z-Firm LLC

Z-Firm creates software to reduce complex business tasks to a single button click. Z-Firm's OmniRush® and ShipRush solutions automate shipping with Airborne®, UPS, and the leading overnight carrier. The OmniRush server is also a powerful communication server for marketing and customer service.

Z-Firm products have received awards including Real Market's "Users' Choice" (in 2002 and 2003), Communications Solutions "Editor's Choice", Communications Solutions "2001 Product of the Year", "Best of Fax" by the American Facsimile Association, "GoldMine Developer of the Year" (three times), "Top 3 Third Party" by Intuit, and others. Z-Firm was founded in 1992 and is privately held. 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
UPS®, UPS & Shield Design® and UNITED PARCEL SERVICE® are registered trademarks of United Parcel Service of America, Inc.
Other parties' trademarks or service marks are the property of their respective owners and should be treated as such.

###