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**EnvoyWorldWide Teams with Z-Firm to Provide Automated, Interactive Voice Messaging**

***Companies Collaborate to Bring Comprehensive Messaging Solution to OmniRush Customers***

**Billerica, Mass. – October 8, 2001** – EnvoyWorldWide Inc., leader in the enterprise application messaging market, today announced that the EnvoyXpress messaging platform has been incorporated in the OmniRush office automation software platform from Z-Firm LLC. OmniRush, when integrated with a corporation's CRM system, Microsoft SQL or Oracle database, allows organizations to drive multi-modal messaging from existing databases. EnvoyXpress adds rich voice functionality to OmniRush, enabling organizations to deliver one-to-many, business-critical communications through interactive voice messages.

"Z-Firm software is about communication, and voice is a natural extension of our solutions. With the proliferation of wireless communications, voice is an increasingly important mode for communicating time-sensitive information," said Rafael Zimberoff, president, Z-Firm LLC. "EnvoyXpress' voice functionality is a significant value-add for OmniRush. With voice messages, our customers can reach their constituents through their most crucial communications channel regardless of their location."

"The overwhelming appeal of our voice features and flexibility of our platform allow us to seize innovative partnership opportunities that add complementary services to existing business technology solutions," said Ben Levitan, president and CEO, EnvoyWorldWide. "Our advanced voice and telephony technologies are particularly desirable to potential partners seeking to add features that allow them to focus on their core competency – providing value and optimal service to their customers."

The EnvoyXpress voice module is available to all OmniRush customers as an optional, value-added service. It allows corporations to simultaneously deliver actionable communications to multiple recipients via landline or mobile phones. For example, a mail-order vendor can instantly notify customers through a customized voice message that an item they requested has been placed on back order. The message may include the offer of option 1, waiting for delivery until item is in stock, or option 2, canceling the order. The response then flows back into the vendor's CRM system, triggering the appropriate action and allowing the customer to quickly and efficiently resolve the issue to their satisfaction. The solution provides a full closed-loop communications mechanism without requiring the vendor to dedicate costly human resources.

“The addition of voice to OmniRush is a real value-add for us. Not only is the text-to-speech technology excellent, but we are now able to reach our customers through their primary means of communication – the telephone,” said Michael Hansen, vice president of sales and marketing at AEC InfoSystems, an OmniRush customer using the EnvoyXpress voice capabilities. “Our initial use for voice messaging is to confirm attendance to user group meetings and to deliver meeting reminders, but the applications for this service are limited only by imagination.”

OmniRush utilizes just a few of the many communications capabilities offered in the EnvoyXpress enterprise application messaging platform. Developed to address the challenges of sending business-critical communications in the information age, EnvoyXpress enables companies to instantly and simultaneously deliver time-sensitive communications through outbound, one-to-many, actionable messages. Recipients can elect to receive messages via the wired or wireless device of choice, using voice, email, SMS, pager, WAP, fax or other wireless delivery methods.

#### **About Envoy Worldwide**

Headquartered in Billerica, Massachusetts, EnvoyWorldWide provides enterprise application messaging solutions for today’s mobile business environment. Leading companies worldwide are using EnvoyWorldWide’s communications platform to distribute business-critical information to customers, employees, partners and suppliers via each recipient’s preferred method of communication. Funded by Battery Ventures, Sofinnova Partners and Longworth Ventures, EnvoyWorldWide is recognized by industry analysts as a high-value communications solution, enabling companies to slash operating costs, boost productivity, improve competitive advantage, and cultivate customer loyalty. More information on EnvoyWorldWide can be found by calling 888.252.7837 or at [www.envoyww.com](http://www.envoyww.com).

#### **About Z-Firm**

Headquartered in Seattle, Washington and Santa Rosa, California, Z-Firm develops software to automate marketing and business communication. Thousands of CRM sites worldwide depend on Z-Firm’s software to automate their marketing, customer service, fulfillment, and sales communication. Z-Firm’s FaxRush office automation software was awarded “Best of Fax” by the American Facsimile Association in 1998. FaxRush 4.0 received an Editors’ Choice award in the March 2001 issue of *Communications Solutions*. Z-Firm has been named 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. Contact Z-Firm at (707) 543-2747 or visit [www.zfirm.com](http://www.zfirm.com).

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