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**Pre1 Software Announces CRM Software Compatibility with iPhone**

*Portland, OR-Based Software Company announces seamless software integration that will allow iPhone-enabled customers mobile capabilities.*

Portland, OR—May 31, 2007—Portland, OR-based software company Pre1 Software announces compatibility of the Customer Relationship Management (CRM) software module with the newest Apple product, iPhone. The CRM module allows advertising sales representatives to take full advantage of the strengths of the iPhone with real time integration through the iPhone's web browser. In addition to what the CRM module can normally do through a web browser, the iPhone version takes efficiency one step further: sales reps can not only look up phone numbers, but by clicking on the number, they're connected directly to the customer without even having to dial.

The strengths of the regular desktop and browser-based CRM module transfer over to the phone, including:

- Ad runsheet, contract and renewal reporting
- Revenue and financial aging reports
- Account research and follow-ups
- Ad and account alert notices from the production and accounting departments
- Individual and batch email to customers

“Because we are a company that has specialized in creating CRM software for the Apple Macintosh and Microsoft Windows operating systems, our clients now have the ability to take advantage of opportunities in the mobile space” said Jim Abeles, CEO and Co-Founder of Pre1 Software. “We’ve been very pleased with the field tests that we have run, the integration was flawless. Looking to the future we are excited to develop more innovations for a product we are certain to be around for a long time.”

**About Pre1 Software**

Pre1 Software is the developer of SmartPublisher™, a suite of software tools for newspapers and magazines. Since 1999, SmartPublisher™ has been implemented at more than 300 publications including dailies, weeklies and monthly magazines. Pre1 Software is a 10-person, privately held company based in Portland, Oregon.

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