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DENVER-BASED ENTERPRISE SOFTWARE SYSTEMS SELECTS ZION & ZION TO DEVELOP CRM BRAND

Top Denver-based Microsoft .NET software developer, Enterprise Software Systems, has chosen Zion & Zion to lead development of brand

Phoenix, AZ – June 18, 2008 – Since 2002, Denver-based Enterprise Software Systems has served a variety of clients in industries ranging from healthcare and fundraising to environmental management, homeland security and commercial real estate. The company is now leveraging its extensive experience in software development and client interaction to introduce a state-of-the-art CRM system, initially targeted at Customer Relationship Management for the Commercial Real Estate industry.

ESS President, David Boemecke, stated, "The time was right for this strategic decision. We had the technical expertise, we had the experience in the commercial real estate industry, and we had successfully launched a prototype with outstanding client feedback. The only thing missing was an appropriate branding and product launch strategy. That's where Zion & Zion came in. Even though Zion & Zion was based out of Phoenix and Atlanta, we knew of their reputation with clients in our market, including Alpine Banks of Colorado and Aspen Sotheby's International Realty. We certainly weren't disappointed with the results of their branding and product introduction efforts."

Since signing with Zion & Zion, ESS has now formally launched the new CRM product at the Global Retail Real Estate Convention (RECON) in Las Vegas (May 18-21), and the company will continue its product push at the upcoming National Building Owners and Managers Association conference, June 22-24 in Denver.

Boemecke continued, "Everything from the design of our user interface to the collaterals and messaging used to introduce the product was influenced by Zion & Zion's personnel. And the substantial presence we had at the RECON event was a direct result of their efforts."

Zion & Zion CEO, Aric Zion, commented, "It was a rewarding and relatively unique experience. The backend of the new ESS CRM system was completely designed by ESS personnel, while our designers worked on the look and feel of the user interface in order to create an image consistent with the brand that we had created for ESS' collaterals and tradeshow presence. The results thus far have been superb. ESS has a variety of firms now clamoring for its software."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on ESS, visit www.ESSsoftware.com.

About ESS:

Nearly every business today is cost-conscious of IT investments. The evolving landscape of application development has made finding the balance between delivering real business value and its associated cost more challenging. The emergence of new technologies has decreased the overall time for application development, but constant shifts in underlying application infrastructure, as well as the skills needed to develop and deploy mission critical applications, remain serious stumbling blocks for many organizations.

Smart application development leverages technology and experience to create an application with a focus on today and an eye on tomorrow.

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How can you maximize your investment in application development? Partnering with ESS will provide experience, knowledge, industry expertise and processes to see you through all stages of the application lifecycle.

ESS can provide the full range of application portfolio management support, including project management, requirements and business case analysis, design, development, quality assurance and performance management. Our strength lies in Microsoft .NET coding frameworks and development, managed content services for integrating unstructured content into business processes, and alternative delivery channels such as mobility and wireless.

About Zion & Zion:

With operations based out of Phoenix and Atlanta, Zion & Zion is a full service marketing strategy, advertising, public relations, and interactive marketing firm. Zion & Zion has clients across a broad range of industries including: healthcare, consumer products, higher education, food service, hospitality, fitness, telecommunications, pharmaceuticals, fine art, banking, and retail. Zion & Zion's staff includes experts with graduate and post-graduate training in business, engineering, marketing, and consumer psychology as well as specialists in the areas of graphic design, web programming, public relations, and advertising.

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