

CoLinear Announces ‘One-Click Conversion’ for Migrating Mail Order Manager Users to Response

MARIETTA, GA June 30, 2006 – CoLinear Systems, a leader in direct commerce software, announces the release of a free tool which completely and automatically converts any Mail Order Manager system to Response, the company’s flagship product.

Called “One-Click Conversion,” this is the first in-line data migration path for Mail Order Manager (MOM) users who seek to abandon that aging platform. With literally a single click, an entire MOM database is seamlessly and effortlessly migrated to Response, CoLinear’s SQL-based, end-to-end software solution for multi-channel direct commerce.

“MOM users can run their conversion over a weekend and start processing orders in Response first thing Monday morning. It’s that simple,” said Lloyd Merriam, CoLinear’s founder and CEO. “For years, MOM users have endured the fragile nature of the outdated FoxPro database which requires frequent reindexing to keep it operational. This time-consuming, counter-productive exercise was overcome years ago in more modern database engines like SQL Server which Response has employed since 1999.”

“MOM users now have an incredibly easy way to switch to a more robust, flexible solution from a well-liked and respected vendor, and at a significantly lower total cost of ownership,” Merriam continued. “The vice-like grip that has been wielded over Mail Order Manager users has, at last, been broken. Rather than following the herd to the next exorbitantly priced upgrade, MOM users now have the freedom to choose otherwise,” he added.

“In addition to free data conversion and full credit for any prepaid maintenance, we’ll provide an equivalent Response license for roughly half the cost of an upgrade from MOM version 4x to 5x,” Merriam proclaimed. “That’s a very powerful incentive that several MOM users have already enthusiastically embraced - especially larger ones for whom the stakes are highest.”

“Our switch from MOM to Response was way easier than anticipated,” noted Ed Swadish, President of Discount Paper Products, a 20-user site that made the switch before the automated one-click conversion even became available. “And CoLinear stands head and shoulders above other software vendors we have worked with,” Swadish added. “More importantly, there is no comparing the FoxPro database to MS SQL. Especially the speed and never having to reindex corrupted files like we regularly had to do with MOM.”

For more information including a product comparison checklist, user testimonials and instructions for ordering a free Response demo (including the fully-functional “one-click conversion” tool for evaluation) please visit <http://www.colinear.com/mombgone>.

About CoLinear Systems, Inc.

CoLinear Systems is a recognized and long-standing leader in multi-channel direct commerce software for the Windows/SQL platform. Since its introduction in 1985, its Response software has consistently led the market for high-volume, PC-based order processing, fulfillment, and customer service technology. CoLinear`s clients include some of the world`s most respected and profitable direct marketers. For more information, write to info@colinear.com, call 1-800-COLINEAR (265-4632) or visit the company`s website at <http://www.colinear.com>.

NOTE: Response and One-Click Conversion are trademarks of CoLinear Systems. Other products mentioned in this document are trademarked or service marked by their respective owners.

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