

gwabbit Announces Reseller Agreement with LexisNexis to Offer High-Performance gwabbit Enterprise Server as Add-On to InterAction CRM

CARMEL VALLEY, CA, August 21, 2011 – gwabbit (<u>www.gwabbit.com</u>) the world's leading provider of automated email contact and relationship capture solutions today announced a reseller agreement with LexisNexis (<u>www.lexisnexis.com</u>) to offer the gwabbit Enterprise Server™ as an add-on to LexisNexis® InterAction®, a leading Customer Relationship Management (CRM) application for professional services. The agreement, announced at the International Legal Technology Association (ILTA) annual conference, will enable InterAction users to leverage gwabbit technology to automatically extract up-to-date and accurate contact data from the "signature block" of email messages and import that data directly into InterAction.

gwabbit Enterprise Server was originally developed for Skadden, Arps, Slate, Meagher & Flom LLP, one of the world's largest and most prestigious law firms with a rich history of leadership in law firm technology.

The combination of gwabbit and LexisNexis InterAction solves a fundamental problem with all CRM deployments — how to capture up-to-date and accurate contact information. gwabbit Enterprise Server goes beyond traditional synchronization with user address book entries, enabling accurate capture of contact information directly from the "signature block" commonly used within email messages.

"Companies invest tremendous resources into building and maintaining their CRM systems, yet their contact sourcing is incomplete, and continuously out-of-date," said Todd Miller, CEO of gwabbit. "It's like investing in plumbing without a fresh water supply. Through our relationship with LexisNexis, gwabbit Enterprise Server will supply the industry leading CRM solution with an abundance of current contact information."

"gwabbit Enterprise Server turbocharges InterAction by automatically driving high volumes of current contact data into the most powerful CRM system on the market," said Michael Lipps, vice president and managing director, Legal Business Software Solutions for LexisNexis. "This powerful collaboration enables law firms to significantly increase the scope and efficacy of their client development initiatives."

About gwabbit, LLC

Founded in 2008 gwabbit is the world's leading provider of automated email contact and relationship capture solutions. Its flagship product, gwabbit, grabs email signature line contacts and automatically creates or updates contact information in customer address books or CRMs. gwabbit has received numerous awards and industry accolades, including winner of the CES Mobile Apps Showdown 2010 and the DEMOgod award for 2009 and 2010. Additionally, gwabbit has made numerous media "Top 10" and "Must have" lists. For more information, visit www.gwabbit.com

About LexisNexis

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