

PRESS RELEASE

Bull Valley Software Launches Reseller Channel for Document Management Software

Consultants, VARs and network administration companies gain the ability to provide leading document and content management solutions to their clients and cement their positions as trusted advisors. Generous revenue shares, flexible options and limitless marketing support provide partners with the resources they need to succeed.

Woodstock, Illinois, January 14, 2008 - Bull Valley Software, a leading provider of Document Management (DM) and Enterprise Content Management (ECM) solutions is pleased to announce the launch of the Bull Valley Partnership Alliance Program. The Partnership Alliance Program provides for referral and reseller relationships as well as developer, integrator and OEM partnerships - allowing network administration companies, business and I.T. consultants, imaging hardware resellers, [value-added resellers](#) (VARs) and software developers and integrators to provide a more complete range of business and technology solutions to their clients, in addition to providing opportunities for significant up-front and recurring revenue. Bull Valley's flagship product, DocumentLOK™, is at the center of the Partnership Alliance Program.

"Content and [document management](#) is currently the 2nd fastest-growing area of I.T. spending, resulting in an overwhelming number of providers to choose from. This has created a tremendous opportunity for consultants, network administration companies, copier vendors and software integrators to become trusted advisors – to help their clients with this technology," says Paul Fotis, Vice President of Business Development for Bull Valley Software. Fotis adds, "The natural partnership of Bull Valley Software and these trusted advisors brings needed technology to the buyer from a trusted source, new sources of leads and revenue for the reseller, and greater market penetration for Bull Valley Software. It is a win-win for everyone."

Referral partners can earn a revenue share of the initial sale simply by referring one of their clients to [Bull Valley Software](#); reseller partners can earn a higher revenue share of the software sale, along with ongoing revenue from annual licensing fees; developers and integrators can earn even more revenue by embedding DocumentLOK™ or ContentLOK™ functionality within their own application. Multiple partnership levels provide progressively greater revenue opportunities in exchange for progressively larger resource and volume commitments from the partners. All partners – regardless of level – have access to in-depth product training, priority sales and technical support, tremendous amounts of marketing assistance and collateral, and a dedicated channel manager to help them through the entire sales cycle. All partners also have access to CARPORT™ - the Consolidated Alliance Resource PORTal – a web portal dedicated exclusively to partners' needs. Incentive bonuses, rebates, and the availability of marketing development funds provide additional incentives for a [VAR](#) to excel.

"Our program places the greatest focus on providing the highest revenue shares, and the highest level of pre-sale support to our partners. After all, if our partners are not successful, we are not successful," adds Fotis. He concludes, "If the results we have seen thus far are any indication, we did a pretty good job designing this program. We are seeing a very high level of interest."

About Bull Valley Software

Bull Valley Software, Inc., is a premier provider of document and content management solutions. Bull Valley Software's flagship product, DocumentLOK, can be fully integrated with most Windows™ or web-based applications, and combine content management and control with compliance management, workflow management, and retention management in one secure, enterprise-wide application. Bull Valley Software is based in Woodstock, Illinois. Please call 815-337-8700 or visit www.bullvalleysoftware.com for more information.

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