

Richmond, VA - September 17, 2007 - 48 Fill has developed a new way to get its customers first to market. Today, the company announced its new online Contact Resource Management (CRM) and Human Resource Management (HRM) tools for general release. The customizable CRM/HRM is easy to use and accessible 24/7/365 to enhance the productivity, efficiency and visibility of your company. Since it requires no hardware or software, the 48 Fill CRM/HRM program is easily deployed—and it features a familiar point-and-click interface through your existing web browser for simple, intuitive ease of use.

The 48 Fill CRM/HRM provides instant accessibility to leads and contacts for your sales force and human resource employees, and it offers superior clean leads from lists, websites, trade shows, etc. It helps you track prospective customers and employees by automatically updating a global database, providing real-time updates.

Because it was designed to work in any environment from office and home visits to trade shows and fairs, the 48 Fill program is available in both desktop and mobile (mCRM and mHRM) formats. The mCRM/mHRM allows users of any PDA or cell phone with internet capabilities to take full advantage of the product's features. When combined with 48 Fill's lead capture and fulfillment services, 48 Fill CRM/HRM provides unprecedented levels of prospect follow-up, contact, and management.

Headquartered in Richmond, VA, 48 Fill, LLC is the only program that combines lead capture, Contact Resource Management (CRM), Human Resource Management (HRM), purchasing management, fulfillment, and production with one company on the market today.

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