



**COTT SYSTEMS CREATES 'RAVING FANS' AMONG  
LOYAL CUSTOMER BASE WITH EXCELLENT CUSTOMER SERVICE**

**FOR IMMEDIATE RELEASE**

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**Columbus, Ohio; January 14, 2010**—Cott Systems Inc., an innovator in technology solutions for land and court records management, continues to remain competitive despite challenges of the economy. Cott, a semi-finalist for the Central Ohio Tech Columbus awards, attributes their success to staying focused on innovation through research and development, as well as excellent customer service.

With a long history of experience in land and court records, and a strong reputation for listening and responding to customers, Cott continues to release new products that help county governments increase productivity and provide a return on investment. One of the key contributors to success is the continued focus on customers. For example, in terms of product development, Cott team members meet with their customer's users and constituents—gathering their insights and needs, and then design products around them.

"It's our goal to meet and exceed the expectations of our customers. At Cott, we refer to this as 'creating raving fans'," explained Gary Ross, President, Cott Systems.

Jodie Bare, Vice President Customer Support, explained, "Our management philosophy across the organization is "*serve the customer or serve someone who is*". Cott Customer Support is its own business unit with key performance indicators (KPIs) to measure customer satisfaction levels, response and issue resolution rates. We take the business of taking care of our customers very seriously—it's a key factor to both our customer's success as well as our own."

Cott and its leadership team have been recognized for their continued innovation as award semi-finalists by Tech Columbus in three categories—1) eSearch/eCommerce as Outstanding Product of the Year; 2) Gary Ross, President, as Executive of the Year; and 3) Jodie Bare, VP of Marketing and Customer Support Operations as Outstanding Woman in Technology. Currently, Cott serves 230 customers across 19 states and continues to increase its market share.

"We're proud to be part of the growing technology industry of Central Ohio. Tech Columbus is an invaluable resource to growing tech firms in our area, and we're honored be recognized by them," noted Gary Ross, President of Cott Systems.

The final awards will be presented by Tech Columbus on February 4, 2010; <http://www.techcolumbusinnovationawards.org/>

**About Cott Systems**

Cott Systems, an industry icon and innovator in public records management for over 120 years, is a leader today in technology solutions and services for recording, imaging, and searching land and court records across 19 states. Through an important research and development process, funded by a 4-5% re-investment of their yearly revenue and includes significant customer involvement, Cott is driving new technologies and services for local governments by employing up-to-the-minute information and workflow automation. This includes land and court records management solutions, data management and migration services, backfile conversions, document redaction services, and Web Hosting/eCommerce/Disaster planning services.

Headquartered in Columbus, Ohio, Cott specializes in understanding and responding to local government information management needs across the country by building a partnership with their customers and the public that they serve.

More information can be found on Cott Systems by visiting: [www.cottsystems.com](http://www.cottsystems.com).

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