



Media Contacts  
Dan Van Kuren  
AspDotNetStorefront  
602.490.0243  
[pr@aspdotnetstorefront.com](mailto:pr@aspdotnetstorefront.com)

## **FOR IMMEDIATE RELEASE**

### **AspDotNetStorefront ML/Express Launched**

March 10<sup>th</sup>, 2009 – Westlake, OH – AspDotNetStorefront expands its e-commerce shopping cart product offerings with the new and exciting AspDotNetStorefront ML/Express platform, servicing the rapidly growing small business e-commerce market. ML/Express expands our reach even further into the still rapidly growing small business e-commerce market; e-commerce is still showing strong growth even in a tough economy.

Built using the same robust AspDotNetStorefront asp.net shopping cart engine core that powers sites such as Crocs™ and Z Gallerie®, AspDotNetStorefront ML/Express opens professional e-commerce capabilities to smaller merchants with less complex requirements. AspDotNetStorefront ML/Express simplifies the industry leading feature set of AspDotNetStorefront ML to make it more intuitive, cost effective, and easier to manage for small merchants, cementing its position as the ideal choice for businesses just entering the online marketplace, or looking to upgrade from an archaic, expensive hosted online store, or other obsolete shopping cart platform.

“AspDotNetStorefront ML/Express is strong medicine for merchants suffering from a tough economy,” said AspDotNetStorefront’s COO Dan Van Kuren. “By lowering the barrier to entry for small businesses looking to put up a professional e-commerce website or enhance an existing online store, we’ve opened the door to a market which, according to reputable sources, is still growing at double-digit percentages in spite of the massive economic downturn. Online sales are expected to increase by \$10 Billion this year, so small businesses that are not online need to be. Instead of eroding margins by charging a percentage of each transaction like many competitors do, we are offering a best-of-breed platform for a one-time price that any small business can afford, allowing merchants to be more competitive by achieving greater profitability at lower overall price points. It’s difficult to argue with that type of value proposition.”

AspDotNetStorefront ML/Express is available starting at \$695, and supports an easy upgrade path to the full AspDotNetStorefront ML shopping cart platform, allowing growing businesses to effortlessly expand as their online sales grow. For more information, visit: <http://www.aspdotnetstorefront.com>.

#### **About AspDotNetStorefront**

AspDotNetStorefront.com, a division of Discovery Productions, Inc., is a privately held company that provides [online e-commerce shopping cart software](#) for over 10,000 merchants and over 6,000 developers and DevNet partners. For more information, visit <http://www.aspdotnetstorefront.com> or call 602 - 490 – 0243, extension 2 for sales.

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