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AspDotNetStorefront ML Version 9.0 Launched

April 2nd, 2010 - Westlake, OH - AspDotNetStorefront releases the next generation of its AspDotNetStorefront ML platform.

Building upon the massively successful e-commerce shopping cart platform powering more than 11,000 websites, AspDotNetStorefront is proud to release AspDotNetStorefront ML version 9.0. Significant updates to the underlying architecture, user interface, templating system, integration features, and administrative functions have made the platform more robust, simpler to use, easier to integrate, and more efficient to develop against. Notable features include the use of industry-standard ASP.NET Master Pages to generate application templates and themes, the ability to customize URL rewriting rules to provide tailored SEO results, extensive utilization of AJAX throughout the site to provide faster, more efficient administration and a friendlier shopping experience, and implementation of Microsoft's cutting-edge add-in system to allow highly portable, self contained modifications without touching core application code. The AspDotNetStorefront ML version 9.0 ecommerce shopping cart also includes mobile browsing functionality, allowing merchants to reach nearly 2 BILLION mobile devices, as well as advanced integrations with online chat applications, tax providers, new payment gateways, and more.

"Modern e-commerce websites demand efficiency to maintain competitive advantage," remarked AspDotNetStorefront's COO and Executive Vice President Dan Van Kuren. "AspDotNetStorefront ML version 9.0 delivers just that. We've taken a platform that was already best of breed, and added new features and technologies to reduce development time, shorten the learning curve for new merchants, and allow site administrators to manage and market larger, more diverse product offerings than ever before. All of these initiatives have created a winning platform for success-driven merchants and development shops."

AspDotNetStorefront ML v9.0 also carries on AspDotNetStorefront's commitment to protecting merchants and consumers against fraud and malicious users, slated to undergo full PCI PA-DSS certification.

Merchants and developers wishing to obtain more information about AspDotNetStorefront ML v9.0, or existing customers interested in learning about upgrading, can visit AspDotNetStorefront's website at http://www.aspdotnetstorefront.com or contact AspDotNetStorefront sales at sales@aspdotnetstorefront.com (phone: +1 602-490-0243 option 2). AspDotNetStorefront ML version 9.0 is available with full source code in C# or VB.net and starts at $1,295.00.

About AspDotNetStorefront

AspDotNetStorefront.com, a division of Discovery Productions, Inc., is a privately held company headquartered in Westlake, OH that provides online e-commerce shopping cart software for over 11,000 merchants and over 7,000 developers and DevNet partners. For more information, visit http://www.aspdotnetstorefront.com or call +1 602-490–0243, option 2.

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