



MARKETWORKS SELECTS ASPDOTNETSTOREFRONT TO POWER ITS PREMIUM WEB STORE OFFERING

Premium Web Store Combines Advanced Web Storefront with Integrated Support for Popular Shopping Channels Like eBay and Amazon

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Atlanta, GA & Rocky River, OH (April 24, 2007) – Marketworks, a multi-channel e-commerce software solutions provider, today announced the launch of its Premium Web Store offering, the most advanced upgrade to its core multi-channel e-commerce software to date – providing customers with integrated support for both Web store and e-commerce marketplaces and shopping comparison sites.

“Most online retailers need multiple solutions to sell products through a Web store as well as in popular online marketplaces like eBay and Amazon,” said Doug Hadaway, CEO of Marketworks. “Premium Web Store supports both channels for customers, making it easier and more effective for sellers to manage marketing and sales across multiple channels.”

Marketworks partnered with AspDotNetStorefront, a leading developer of Web storefront technology to build its Premium Web Store offering. Combining AspDotNetStorefront’s technology with Marketworks’ industry-leading multi-channel e-commerce platform gives online sellers more features and options than other solutions that only support one channel.

Today AspDotNetStorefront shopping cart software powers more than 5,000 e-commerce businesses and is used by more than 3,500 developers. The company’s flagship product line which will be used by Marketworks features advanced functionality such as multi-lingual switching to enable global commerce and fully customizable skins.

“Partnering with Marketworks will enable us to increase our reach dramatically,” said AspDotNetStorefront CEO Robert Anderson. “We’re very proud of our product, and are thrilled to be associated with Marketworks’ strong brand and proven market leading services.”

While Marketworks has just launched its Premium Web Store offering, long-time customers like 3M have already upgraded to the new platform.

Marketworks Premium Web Store includes all the features customers need to create, launch and manage a sophisticated standalone Web store or to manage a comprehensive, multi-channel e-commerce strategy from a single platform.

“In the past, e-commerce solutions like Premium Web Store would have been priced out of reach for most small to medium-sized businesses,” adds Hadaway. “Small to mid-sized businesses, as well as large manufacturers or retailers, now have a cost-effective multi-channel e-commerce solution that does everything they need as a single, integrated solution.”

Premium Web Store includes the following sampling of functionality:

- Search Engine-friendly URL's and web pages to improve branding and search engine optimization
- Unique template designs and multiple page layout options to quickly create a professional-looking Web store
- Support for Master/Variant (Size/Color) inventory items and buyer display
- Buyer level settings for loyalty or wholesale/distributor pricing
- One-Page Checkout
- Downloadable Products
- Product Ratings and User Polls
- Buyer accounts, gift registries, wish lists and other features to manage and strengthen customer relationships and increase up-sell and cross-sell opportunities
- Product listing and sorting options to help customers find what they're looking for faster
- Multiple payment options for the most commonly-used customer payment types
- Advanced support for product descriptions, quantities, minimum orders and more
- Integrated support for affiliate programs to drive additional revenue

Marketworks' Premium Web Store offering also includes many of the features and options the company has developed over the past year through its relationships with Google, NetSuite, eBay, Amazon and others, including one of the broadest offerings of professionally-designed storefront templates and multiple options for payment processing – including Google Checkout and PayPal.

For more information on Marketworks' Premium Web Store, please visit www.marketworks.com.

About Marketworks

Marketworks is a technology and marketing services company that empowers businesses to implement and successfully manage a multi-channel online business. Through major marketplaces, shopping comparison sites, search engines and storefronts, Marketworks delivers unparalleled automation and expertise so merchants can sell to 600 million shoppers each month. From its offices in the U.S., U.K., Germany and Australia, Marketworks powers more than 4,000 businesses in 37 countries. Atlanta-based Marketworks lists more than eight million items each month to all marketplaces and facilitates more product listings than any other provider on eBay. The company holds eBay's 2005 Star Developer Award.

About AspDotNetStorefront

AspDotNetStorefront.com, a Division of Discovery Productions, Inc is a privately held company headquartered in Rocky River, OH that provides online ASP.NET based e-commerce shopping cart platforms for over 5000 merchants and 3500 developer partners. For more information, visit www.aspdotnetstorefront.com or call 602-490-0243.

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