



Media Contacts:

Dan Van Kuren

AspDotNetStorefront

602.490.0243

dan@aspdotnetstorefront.com

For Immediate Release

**AspDotNetStorefront ML v8.0 Release Raises the Shopping Cart Bar
Gives Merchants the Tools to Tackle a Tough Economy**

November 12th, 2008 - Westlake, OH – AspDotNetStorefront is proud to announce the latest release of its flagship AspDotNetStorefront ML e-commerce shopping cart platform. In the latest ML v8.0 release significant enhancements have been introduced in the platform to increase conversion rates, maximize performance, and reduce administrative overhead to put merchants in the best possible position to maximize profits and grow their online e-commerce sales in a slowing global economy.

AspDotNetStorefront ML 8.0 includes powerful, high performance, full-text product searching, helping shoppers find what they are looking for faster and keeping them anchored to your site. Additionally, AspDotNetStorefront will intelligently build related products as shoppers browse your site and display them on your product pages, allowing merchants to effortlessly increase upsell percentages and capitalize on cross-marketing opportunities. New inventory control features add flexibility to how out of stock products are handled on your site to reduce shopper frustration, and a reorganized and redesigned admin site makes performing common tasks more intuitive. Tabbed product pages make it efficient and attractive to organize complex product data, and “customers who bought x also bought y” capabilities are now included out of the box.

“We’ve gone to great lengths to focus our development efforts on providing tools that allow merchants to make the most out of every sale opportunity,” AspDotNetStorefront COO & Executive Vice President Dan Van Kuren remarked. “With more consumers indicating they’ll be shopping online this busy holiday season even in uncertain economic times, merchants need to take advantage of technologies that set them above their competition. Version 8.0 puts advanced capabilities within reach of ecommerce veterans and fledgling online businesses alike while maintaining exceptional ease of use and minimizing administrative overhead. Take our renowned SEO capabilities and add to that our constantly expanding feature set, and you have an ecommerce platform that can take you across the finish line in first place. This latest release demonstrates our commitment to helping our online merchants grow, regardless of what is happening in the market.”

AspDotNetStorefront ML Version 8.0 contains many new exciting e-commerce features, including the following:

- Exciting new merchant control panel, featuring a new layout, and expanded use of Wizards

- to assist merchants in configuring their store features, settings, and capabilities
- Tabbed product page presents all product details without the need for scrolling the browser screen
- Dramatically Improved (Full Text) Search Performance, to identify root words, plurals, compound phrases, and search term reordering
- Automatic display of Product Suggestions, based on previous customer purchases, This provides an Amazon.com like capability guiding customers to additional products of interest for purchase
- Improved display of Product Stock Conditions, allowing merchants greater flexibility in indicating real-time inventory status
- Support for credit card processing by Sage Payment Systems
- Improved "Page Not Found" (404 handling) display, offering e-commerce driven search suggestions based on missing page attributes guiding consumers to the best fit pages and products.
- Automatic display of a customers' viewing history, allowing them to quickly locate and view recently viewed products
- Automatic display of Related Products, based on heuristics of product-view data
- Improved handling of "Delayed Capture" payment methods, to allow merchants to void non-completed orders
- Improved compliance with XHTML display standards, including the ability to specify the exact "alt" text of a product image, for improved website accessibility for people with special needs and SEO indexing
- 400% faster page loads than v7.0 version

Additionally, AspDotNetStorefront will be updating its online demo sites to better showcase our new technologies. Prospective customers will enjoy a greatly expanded product database to demonstrate the nearly unlimited capabilities of the AspDotNetStorefront shopping cart platform; developers and web designers can modify skin templates to see for themselves how easily professional e-commerce sites can be developed using the AspDotNetStorefront platform.

AspDotNetStorefront ML Version 8.0 is available for \$1,295, with no monthly fees or annual commitments required. C# and VB.NET source code available. SQL Server 2005 or higher required, along with the asp.net 3.5 SP1 platform. For more information, visit the AspDotNetStorefront website at <http://www.aspdotnetstorefront.com>.

About AspDotNetStorefront

AspDotNetStorefront.com, a division of Discovery Productions, Inc., is a privately held company that provides [online eCommerce shopping cart](#) platforms for nearly 10,000 merchants and 6,000 developer partners. For more information, visit <http://www.aspdotnetstorefront.com> or call 602-490-0243.

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