

ShopSite: The easiest-to-use e-commerce product on the market today.

ShopSite Makes You Money

You have an online store for one reason: to make money. ShopSite was designed from the ground up with that in mind. That's why more small and midsize businesses rely on ShopSite than on any other Internet commerce product.

With ShopSite, you can create an online store or commerce-enable your existing site in a matter of minutes, without installing anything on your PC. But ShopSite is much more than just an easy way to gain a presence on the Web. ShopSite can help you turn an online venture into an online success with innovative merchandising tools, comprehensive commerce capabilities, and other industry-leading features that grow as your business does.

Site Creation

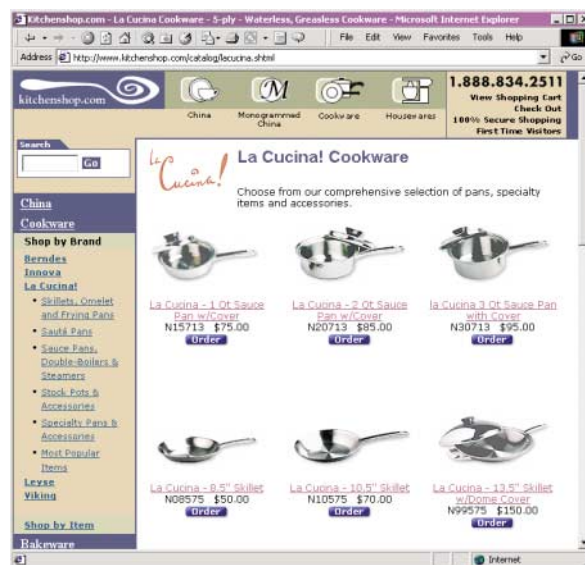
To get you started, the ShopSite store setup wizard walks you through the process of designing and configuring your store. Within minutes, you can have a small store ready to take orders. Don't worry if you don't know how to design a Web page; ShopSite's professionally-designed page layout themes make creating a nice-looking site as easy as clicking a few buttons. Feel free to try out one of our 24-hour demos at www.shopsite.com/demo.html

Don't let the simplicity of ShopSite fool you, though. You have complete control over the look and feel of your store. Add a graphic here, change a background there, place a product on sale, or add product variations (like colors and sizes) - all without doing any coding. Advanced users can easily add HTML and other enhancements to any catalog page.

If you already have a site and want to commerce-enable it, simply fire up your favorite Web editing program and drag-and-drop order buttons from ShopSite directly into your existing Web page. It's that simple.

Creating a nice-looking store is only the first step, though. ShopSite also makes it easy to maintain your site. Instead of manually entering product data for hundreds of products, ShopSite lets you easily upload data from any database or spreadsheet. And you can quickly find and edit just the thing you want using ShopSite PowerEdit. But even the simplest programs take some getting used to. To help you out, every ShopSite page includes on-demand context-sensitive help.

The ShopSite databases are also user-friendly. Unlike other programs, you can export, backup, restore, and verify databases through a simple point-and-click interface, helping you ensure that valuable data is preserved and protected.



"Few compare with ShopSite for ease of use. It has been on my 'A' list since 1997. I consider it an excellent product for small merchants."

*- Dr. Ralph Wilson
E-Commerce Today™*

**Choose WhyStruggle? as your Certified
ShopSite Hosting and Development Partner
www.whystruggle.com/shopsite**

- Design • Hosting
- Marketing • Support

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WhyStruggle? Customers

Attract Customers

ShopSite creates pages that can be readily indexed by search engines, making it easy for potential customers to find you. And you have complete control over the keywords and descriptions that search engines will use for your site. To increase your site's visibility even more, you can simply place an order button anywhere: in e-mail, on a CD-ROM, in a banner ad, or on a partner's Web site.

ShopSite helps you turn shoppers into customers by offering flexible merchandising options. You can assign products for cross-sell, place products on sale, change daily specials, or add an inventory search to your site.

ShopSite even makes it easy to set up your own associates program. Using associates, you can track and compensate businesses for sending referrals your way. Simply create a new associate in ShopSite, determine the commission you wish to offer, and ShopSite will track any orders that come from your associate's site, and also calculate the commissions you owe.

Order Management Tools

ShopSite makes managing your success easy, too. ShopSite calculates tax and shipping, securely collects orders, and even processes credit cards in real time. Your encrypted orders are stored in a secure orders database, keeping your customers data safe. And of course, both you and your shoppers receive immediate notification of a new order.

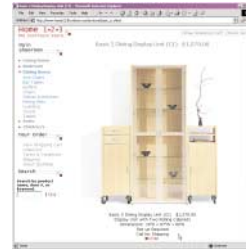
ShopSite 6.0 has added features that will make managing your site a breeze. Features like UPS Rates and Services Selection and UPS Address Validation, QuickBooks download, digital download products, ZIP-code based tax, digital coupons, and a number of other powerful features allow you great flexibility. Visit www.shopsite.com/scchecklist.html to view the updated list of 6.0 features.

The logo for ShopSite, featuring the word "shopsite" in a stylized font. "shop" is in red and "site" is in blue, both in a bold, lowercase sans-serif typeface.

ECPI



Rock Creek Meats



Home 123



Kitchenshop

About ShopSite, Inc.

ShopSite has been in this market for over 6 years. ShopSite was one of the first shopping carts developed for the Internet. We have the same core engineering team that we had in the beginning. They know this stuff inside and out and are constantly improving the software. We are employee-owned and dedicated to helping companies like yours be more effective and profitable on the Internet.

With ShopSite, You Can:

- Set up a store easily using ShopSite's intuitive interface
- Commerce-enable an existing Web site
- Easily manage inventory with ShopSite's Inventory Tracking feature.
- Accept digital coupons
- Have real-time UPS Rates and Services Selection and UPS Address Validation
- Sell digital goods using our digital download products feature
- Manage orders using QuickBooks download

Join thousands of merchants worldwide who rely on ShopSite to make their businesses successful. For more information, visit www.shopsite.com.

WhyStruggle? Certified ShopSite Hosting and Development Partner Since 1997

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