

press release

Doba and Affinity Internet Integrate Services to Provide Members Enhanced Product Sourcing and Selling Tools

25 October 2006 | Orem, Utah

OREM, Utah – Doba™, a leader in product sourcing, and Affinity Internet, the leading web site, ecommerce and online marketing service provider for web professionals and small businesses, today announced the launch of a Push to Marketplace tool that delivers a seamless product sourcing solution for online retail businesses. The Push to Marketplace tool combines the power of ValueWeb's WebStore powered by Affinity, with the expansive Doba product catalog and allows Doba members to easily sell products through the WebStore platform.

Finding the right products to sell, and populating a web store with appropriate product marketing information has traditionally been time-consuming and complex. The Doba Push to Marketplace tool helps eliminate this hurdle by incorporating the Doba product catalog with Affinity's best-of-class WebStore. Doba members are now able to upload any of the more than 250,000 wholesale products available through the Doba product-sourcing platform directly to a ValueWeb WebStore with just a few clicks. This integration between services eliminates the need for members to copy and paste descriptions, images, and other product information from the Doba product catalog to an Affinity e-commerce site. Once merchandise is uploaded onto a WebStore, merchants can manage their inventory flow from their ValueWeb site.

"We are dedicated to helping small businesses utilize the Internet to expand and grow their commerce," said Jim Collins, CEO, Affinity. "This unique tool will save our members time and will make it even easier for them to place thousands of wholesale products directly into their WebStore."

As one of the largest drop shipping companies in the industry, Doba gives its customers the freedom to make profits without holding and paying for inventory. Doba connects members to a host of suppliers who offer a reliable, consistent source of popular products that are available to be drop shipped directly from the supplier to the end consumer.

Affinity, provides small-and medium-sized businesses with the ability to create professional, full-featured online storefronts that include sophisticated shopping cart and inventory management functionality, as well as provide customized branding and store domain names.



Product sourcing. Simplified.™

The Push to Marketplace tool is available to all Doba and ValueWeb members and can be added to an existing membership for just \$14.95/month. To access the new tool please visit www.doba.com or www.valueweb.com.

About Affinity Internet

Affinity Internet is committed to empowering its customers to write their own Internet success stories. The company provides more than 180,000 web professionals and small businesses the tools to develop, maintain, market and support their web presence, making the Internet a useful and relevant part of their businesses. Affinity's brands include: ValueWeb, for web design, eCommerce hosting and online marketing solutions and Gate.com, the cutting-edge UNIX and Windows web hosting service. Affinity's co-brand and private-label partner programs enable leading service providers and Internet brands to extend their value proposition to include feature-rich web site, ecommerce and online marketing services and applications.

Affinity's services are supported by its customer service "success guides" – knowledgeable consultants with a passion for serving small businesses and a dedication to ensuring their growth and success.

About Doba

A leading product sourcing solution, Doba streamlines product sourcing for the emerging market of web-based entrepreneurs starting and growing a retail business. Through an exclusive web-based platform Doba empowers entrepreneurs to find and sell products, and suppliers to connect to retailers. By aggregating product distribution and purchasing power through a single connection point, Doba creates unique opportunities for suppliers and retailers. Doba also offers a wide variety of educational tools, features, and services that enable members to sell products online quickly, safely, and conveniently. For more information, visit www.doba.com

Press Contact

Mary Kay Evans
Vice President of Corporate Communications

mkevans@doba.com

801 765 6127

