

press release

StoreBuilderPlus Offers an Easy, One-Stop Shop for Starting a Web Store

“With the addition of Doba’s drop shipping service to our website builder technology ecommerce has never been easier”

27 February 2007 | Vancouver, British Columbia, Canada

Mezine, a website builder software company, has announced the release of StoreBuilderPlus. This is the first e-commerce website builder to combine all the tools a Web retailer needs to create a Web store - including the products.

The StoreBuilderPlus website builder includes hosting, a domain name, a customizable storefront, shopping cart, an easy website editor, as well as drop shipping services with a catalog of more than 250,000 wholesale products that can be sold through the website.

The drop shipping services are provided through a partnership with Doba, the leading product sourcing solution for Web retailers. With a few clicks of a mouse, products can be added to the Web store’s product catalog, which are then ready to be sold. All the products in Doba’s catalog are shipped directly to the end customer by the wholesale supplier. This allows Web retailers to sell products from their website without having to store or ship them.

“With the addition of Doba’s drop shipping service to our website builder technology,

Ecommerce has never been easier,” Sunny Hirai explains, CEO of Mezine. “Drop shipping eliminates the risk and many of the up-front costs of starting a Web store. Doba also provides a lowest wholesale price guarantee, making it even safer.”

In addition to e-commerce functions, the website builder technology created by Mezine makes it possible for customers to create online business tools, including online forms, newsletters, message boards, photo albums etc. It also features a Web page editor that makes it possible for people with no programming experience to add new pages in minutes. For more information or for a free trial of StoreBuilderPlus, visit www.StoreBuilderPlus.com.

about us

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



Product sourcing. Simplified.

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 see doba.com.

contact

Mary Kay Evans
Vice President of Corporate Communications

mkevans@doba.com

801 765 6127



Product sourcing. Simplified.®