

press release

Doba Helps Home-Based Entrepreneurs Find Products to Sell on the Internet

Online Wholesale Inventory Tops One Million Products

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Doba, a leader in online product sourcing, achieved a significant milestone in its efforts to help small businesses and home-based entrepreneurs find products to sell on the Internet. Doba members now have direct access to more than one million wholesale products that can be drop shipped directly to the end consumer saving the online retailer time and money.

Doba provides small businesses a Web-based platform that links them virtually to wholesale suppliers to facilitate order placement, shipping, tracking, and status updates. Doba members have access to advanced tools and educational resources to simplify the product sourcing process, and help them grow their businesses.

According to Forrester Research, there will be 1.8 billion Internet users by the year 2008. E-commerce revenues for that year are projected to exceed \$500 billion. Today, non-store retailers account for 75% of this on-line market. The recent boom in the popularity of e-commerce has caused many people to research ways to start an Internet business to generate additional income or start a new career.

One of the most effective ways of running a profitable retail Internet business is to use wholesale suppliers who are prepared to single item 'drop ship' products to Internet customers. Using this method, small business owners do not hold inventory. They simply place products images and text on their web site or auction, and forward their orders to the drop ship supplier. The supplier ships the products directly to the customers, and the Home-based Internet Business Owner makes a profit on every sale without ever touching the product sold.

Doba now offers a product line of over one million products - created by combining the virtual inventory of hundreds of wholesale suppliers. The product catalog is divided into over a dozen categories, including:

- Apparel and Fashion
- Automotive and Tool
- Beauty and Health
- Bed and Bath
- Books, Music & Movies
- Gift, Craft & Hobby
- Home & Garden
- Jewelry & Watches
- Kids & Baby
- Kitchen & Housewares
- Leisure & Sport
- Toys & Collectables



Each category is further divided into subcategories to make products easier to browse and find.

“This is great news for Doba members who understand that online retail success hinges on the ability to deliver a unique selection of low-supply, high-demand products to Internet shoppers,” said Jeremy Hanks, Chief Executive Officer of Doba. “With a wider selection of products from which to choose, members will find it much easier to develop a niche-marketing strategy that really works to boost sales and profits.”

About Doba

A leader in product-sourcing solutions, 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.

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