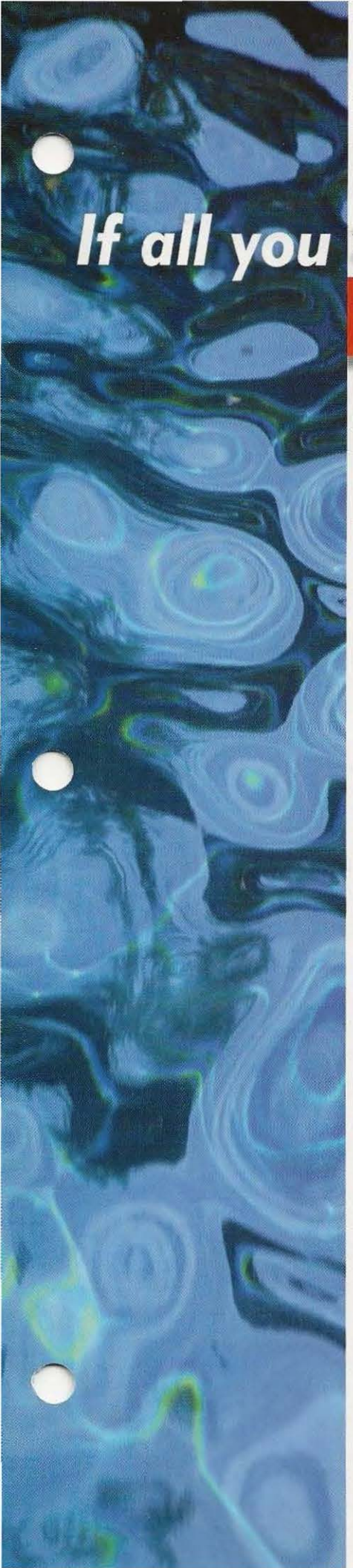

If all you wanted

from your web site

was

Advertising

you could have bought

a blimp.

Digital River

At Digital River, we make your w m

In fact, industry research has shown that it takes the average software developer hundreds of hours and $20,000 - $60,000 a year (admin., salary, TI, equipment maintenance, etc.) to keep it operating. In other words, you'll need at least $1 million in incremental Web sales to justify doing it yourself.

Digital River co each and every assure a secure transmission. I reason, a probl the cleaning pe the computer d upload), Digita immediately co customer via e- notifies them h the transaction

As a Web site publisher you may not be aware that selling your products to people in Iran, Iraq, Cuba and many other countries, it a federal offense under U.S. Export Ban. Or, that there are tax ramifications for the sale of your products at the state, county and even city levels. At Digital River, we take full responsibility for making sure that sales of your products will be in compliance with all federal, state and local laws.

Of course that is what it's all about: making sure that you make as much money as possible off your site. Digital River reports sales of your product immediately via e-mail, provides monthly digital registration reports, and most importantly, supplies you with a check from your sales.

eb sites
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Now we're showing everyone how to do it in our ads in the pages of Internet World, The Net, Dr. Dobb's Journal, Web Developer, Web Week and Internet Shopper.

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Before you buy on the web, be sure you're on the river.

Ever wonder whether it's safe to purchase directly off a website? Now you don't have to.

Next time you find a digital product you want to buy and you're about to enter your credit card number, look for the Digital River icon in the bottom-right corner of the page. If it's there, that site is part of the Digital River Network℠ and your transaction is guaranteed safe and secure.

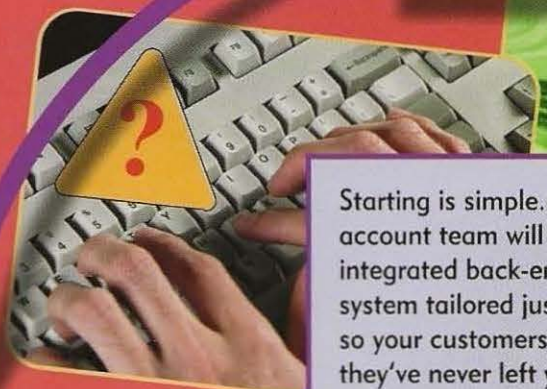
So buy with confidence when you see the DR on the screen. And, if you don't see it...well, we'll let you worry about that.

(If you would like to become a member of the Digital River Network℠ and sell digital products safely and securely off your website, call Digital River at 1.800.643.0624. We can help turn your website into a webstore in a week.)

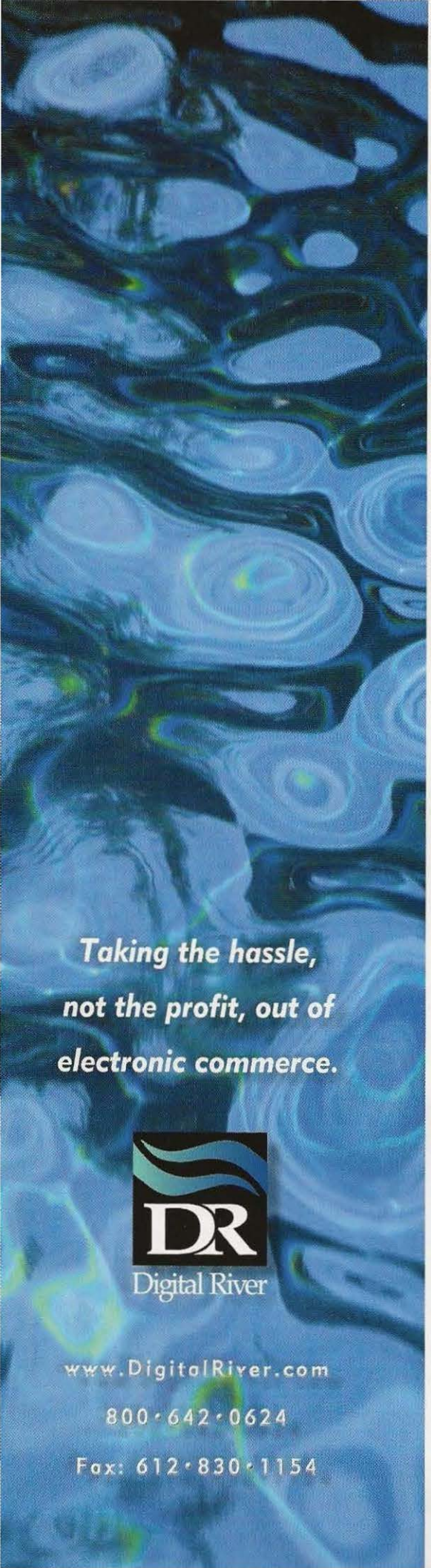
DR Digital River

SECURE WEB TRANSACTION AND DELIVERY — GUARANTE

As a client of Digital River, you will become part of the Digital River Network. Network members will be able to link between each other's sites so that complimentary products can be bundled, and the consumer experience enhanced; not to mention the added opportunity for sales revenue.
Digital River can also provide assistance in increasing site traffic, the sites' sales impact, and even design modifications.



Starting is simple. Our new account team will develop an integrated back-end commerce system tailored just to your site so your customers will feel that they've never left your page. All they'll see is the Digital River icon in the corner of their screen reassuring them that their transaction will be secure, easy, accurate and immediate.



What are you waiting for?

Let's repeat: At Digital River, we make your web sites make money.

Now is the time. Setting up the web site as part of the Digital River Network is as easy as...

1. Sign the enclosed contract (if you have any questions just call our product manager.)

2. Approve the design of your customized back-end commerce system, and add a text link from your site.

3. Decide how to spend the money from your new sales. Call us today.