

Shop.com Press Releases from September 2001 to October 2002:

Shop.com Inc® to Power the largest shopping network

Las Vegas, NV and Long Island Manhattan, NY January 2, 2002 - The Shop.com Inc Network acquires Shop.com to power the largest and oldest shopping network on the planet. Shop.com is now the featured destination portal for shoppers and top merchants. In 2002' Shop.com will explode on the scene with major internet shopping Technology Innovations, an exclusive multi-million dollar Prize Giveaway, a major TV Commercial campaign and a successful bid to get consumers out to SHOP!

In response to a slowing economy, lagging consumer confidence, the September 11th attacks and the following reduction in holiday travel, President Bush said, "it's America's Patriotic duty is to go out and SHOP". Shop.com is soliciting President Bush to formally use his high profile quote for our TV Commercial campaigns to include Superbowl XXXVI. "We are excited for the President to confirm our position in the market of online shopping by asking us to go out and SHOP" said Chris Edwards, President and CEO of Shop.com Inc. In response to the USA's military action in Afghanistan, Shop.com added Pakgift.com, the Largest Gift Shopping Mall in Pakistan, to be the exclusive merchant for sending gifts, sweets or clothes to your near and dear one in Pakistan or to our U.S. Military or Allied Personnel in the region. Pakgift.com is located 80 miles south of Islamabad, Pakistan.

Shop.com furthers the online comparison shopping trend, led by Chris Edwards in 1996, by adding to Shop.com major internet technology innovations in 2002' to include StartCall.com's click-to-chat and click-call online ordering, 3D panoramic images of products, a meta shopping database and business to business network located at b2b.shop.com. Product reviews powered by Top7.com and Price.com powering the comparison shopping portal, consumer reviews and merchant ratings from ePublicEye all lead to the highest ROI for merchants and the best place to shop. "If Dealtime, who recently purchased into Alta Vista's Shopping.com, reviewed our Shop.com competitive analysis, their heads would spin".

Shop.com Inc launches the most exclusive Superbowl XXXVI advertising co-op opportunity to the world and our merchant database on January 2nd 2002. This advertising cooperative will allow Shop.com to assist Fox Sports and the NFL to fill the entire Superbowl advertising space to include previous years' dot com's along with the most prestigious and memorable domain name SHOP.com. A press release for this Superbowl XXXVI co-op opportunity will be available before Game Time. In addition, the largest and most exciting Island Prize Giveaway will be announced at the Superbowl.

This announcement will show the incredible relation of the "Long Island Giveaway" to the Surviving Families of the World Trade Centers tragedy. The year long Prize Giveaways include donation opportunities to hundreds of non-profit organizations through Shop.com, World Trade Centers Collapse.com and our newly launched Island promotion sites such as Long Island Australia.com (for Long Island, Australia) and it's mirror site Long Island Manhattan.com (for Long Island, Manhattan). Nearly a dozen major companies, dot com's and political figures are being solicited to sign-on as formal co-sponsors of the "Long Island Giveaway" and the Superbowl. Other Prize Giveaways at Shop.com will include products provided by our merchants and vacation prizes.

Over the Holidays, Osama Bin Laden announced his attacks were aimed at the United States Economy. Shop.com and President George W. Bush apparently have been fighting both visible and invisible enemies. Shop.com has taken these strategic moves at this time in history to make a concerted effort to revive the normal slowdown in the economy in February while facing off with other evil forces in the world. "We both hope and expect that our efforts will be both and rewarded for taking these steps now" said Chris Edwards, President and CEO.

Super Bowl XXXVI Shop.com Co-Sponsored Commercials - available through January 31st!

Las Vegas, Nevada and Manhattan, New York, January 21st 2002 - Shop.com Inc introduces the most exiting and profitable opportunity for advertisers to reach the 100-200 Million Super Bowl XXXVI TV viewers on February 3rd. Shop.com invites online merchants, offline retailers, previous Super Bowl Dot com's, traditional offline advertisers and ad agencies to co-sponsor 1-7.5 second presentation space within our Shop.com commercials. Co-sponsors save hundreds of thousands of dollars off regular Super Bowl minimum ad prices. In addition, Shop.com Inc created a "performance guarantee" which guarantees 1 Million visitors to a co-sponsor's web site. Each co-sponsor secures exclusive advertising space within the Shop.com Network for 2002'-2003'. Also, traditional digital media companies can simply purchase advertising from Shop.com Inc in the form of visitors to their web site and at no cost they will get a commercial spot on the Shop.com commercials. Shop.com Inc is also soliciting major actors and dignitaries such as William Shatner (Priceline.com) and Leonard Nimoy (Nextwavetv.com) and others to do last minute voice overs for Shop.com.

In response to a slowing economy and lagging consumer confidence, the September 11th attacks and the following reduction in holiday travel, President Bush said, "Its American's Patriotic Duty to SHOP". The first use of the President's quote will be during our Super Bowl XXXVI Ads. President Bush has also recently been on a 2 week tour to promote the economy. Shop.com Inc's efforts to boost the e-economy include a Super Bowl XXXVI co-sponsor sales tour in the Nevada, California, Oregon and Washington through February 1st. "Each and every possible co-sponsor that can spend \$50,000 or more for a Super Bowl spot, and guarantee visitors to their web site should take advantage of this once in a lifetime opportunity" - Chris Edwards, President, CEO and Chairman for Shop.com Inc LLC. Shop.com Inc will present an advertisers web site, product or Dot com along with Shop.com along with other co-sponsor merchants. "Our goal is to fill all available pre-game and prime time commercial space for Fox and Fox Sports and to guarantee the success of our advertisers at the same time" - Mitchell Victor, VP Business Development and Super Bowl advertising for Shop.com Inc.

With the acquisition of Shop.com earlier this year, Shop.com Inc is excited to be the very first Online Advertising Agency to coordinate a shopping co-op commercial tv ad during a Super Bowl. Utilizing Shop.com merchants, past Super Bowl advertisers and new clients, we are able to acquire more ad time thus filling in more ad space for Fox Sports. According to Jim Burnett, V.P. of Sales for Fox Sports, we are the first online agency to offer less than 15-second spots within our own commercials. Fox Sports and other news agencies noted that all the efforts and successes of Shop.com regarding the Super Bowl may be press worthy events.

Shop.com will also introduce the largest prize giveaway and donation opportunity to the world. Viewers who visit shop.com can sign up for our "Long Island Giveaway" and daily Prize Giveaways as well as non-profit sections for donations. These donations include the Red Cross, New York and New Jersey Port Authority and hundreds of newly added non-profit organizations to Shop.com. By game time Shop.com will launch the opportunity for these non-profit organizations to use the Shop.com portal as their shopping content on their web site and as a result generate revenue from those visitors. This revenue will act as a donation to each and every non-profit organization who signs up. In addition, each visitor to Shop.com can elect to donate money to their selected non-profit based a small percentage of the products they buy from merchants listed on Shop.com. We will not only build the largest shopping in the world but also will help make the world a better place.

About Shop.com Inc:

Shop.com Inc includes over 50 major shopping portals such as Shop.com, Top7.com, ComparePrices.com and 50 major search engines and a business to business network. For internet marketing we place product inventory or services on our shopping network and place key-word targeted links on all major search engines. Shop.com Inc has become the largest source for targeted shopping traffic across the internet. Our network, technology and experience lowers acquisition costs and saves time and money.

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Shop.com Selects StartCall's Live Interactive Customer Suite as its lead Sales Utility

MIAMI, FLORIDA, November 1st, 2001 – Shop.com™ today announced the integration of the StartCall's ClickiChat/Support™ Interactive Text Chat Solution service with the Shop.com™ Network, the largest and oldest online shopping portal since 1995. Shop.com Inc™, a leading online advertising agency for shopping and search engine traffic, will assist StartCall in developing new markets and affiliations with online merchants and online shopping portals. Management feels that this will increase the market awareness and usage of StartCall's ClickiChat/Support Solution and other related services across Online Shopping and the Internet.

Today 90% of online customers prefer human interaction; 41% of consumers would be more likely to transact if human interaction were available. *Jupiter Communications*. By 2002, over 50% of companies with a presence on the Internet will have some means of LIVE human interaction on their web site. *New York Times*.

"We are very excited about the opportunity of aligning with Shop.com. Their support of our campaign and testament to our services is a colossal step in enhancing StartCall's brand equity. StartCall is devoted to delivering the best online customer service and sales utilities to all businesses with an Internet presence. We feel that our service is a vital step for improving the bottom-line of any e-commerce and online organization. Live Contact is critical when conducting sales online. E-commerce elicits the duplication of products, pricing and selection; customer loyalty is a direct result of customer. Our suite of products gives online business the tools necessary to differentiate themselves from the pack," says Antonio Treminio, President and CEO of StartCall.com.

Shop.com Inc will commence offering StartCall services to over 50 Top Shopping Malls consisting of major portals such as Shop.com, Top7.com, Malls.com, ComparePrices.com and the Top 20 Purchase Pro powered Business to Business marketplaces worldwide. In addition, we will also list StartCall's ClickiChat/Support service with the top 15 major search engines including goto.com, yahoo.com, altavista.com, aol.com, dogpile.com, google.com and msn.com. Our search engine partners reach an astounding 90% of all Internet users and we

are excited about the opportunity to serve our customers with StartCall's groundbreaking solution 'Live Customer Support'."

About ClickiChat/Support Service:

The **ClickiChat/Support Live Help** button allows Online Shoppers and Net surfers to receive live assistance via Text. Live Chat is popular among many of today's Internet buyers. Customer service representatives ("CSRs") can manage multiple chat sessions simultaneously, serving multiple buyers cost effectively. Chat sessions are helpful in processing orders for the hearing impaired. The **ClickiChat/Support** service is personal, private and secure. The URL push or Pushing pages feature impresses and educates site - visitors on the navigation of the site, to show product information or instructions not otherwise available, or to share confidential, competitive difference or pricing information that would not otherwise be made available for all Web site visitors. A CSR can instantly "push" those pages and images to qualified prospects in an impressive manner that supports the selling process.

We believe that our **ClickiChat/Support** service offers our clients the opportunity to increase sales by answering customer questions and solving customer problems at critical points in the buying process. It also enables our clients to reduce customer service costs by allowing them to enhance operating efficiency and to improve customer response times. Further, information captured in transcripts of live text-based interactions can be used by our clients to increase their responsiveness to customer needs and preferences, thereby improving customer satisfaction, loyalty and retention.

Our Products & Services include:

Top 50 Shopping Mall Placement
Shopping Search Engine Traffic
Major Search Engine Traffic
B2B Marketplace Submission

About StartCall:

StartCall (<http://startcall.com>) delivers on the promise of bringing the human touch to the New Online Economy. StartCall Products & Services helps companies understand, target and interact with their customers and business partners over the Internet and across multiple touch points.

Our Products & Services include:

ClickiChat/Support - Live Internet Help
StartCall Live e-Agents / Live Support
StartCall Analytical & Marketing Services
StartCall IT Consulting
StartCall Web-Hosting and Web Development /e-Commerce Service.

Each one of our Products and Services can be used individually to meet a specific business need, or as a complete suite for managing catalogs, content, transactions, campaigns, analysis and personalization. StartCall Products & Services help drive revenues and build lifetime value of customers by providing compelling personalized interactions, maximizing the effectiveness of marketing programs, enabling businesses to sell more effectively directly and through channel partners and marketplaces.

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Shop.com Inc to provide ecomPlanet.com Enabled Merchants Visibility to More than 50 Million Monthly Shoppers!

Sioux City, Iowa – EcomPlanet.com, AAcm Technologies, Inc., and the Shop.com Inc Network today announced that all businesses enabled by ecomPlanet.com can now feature their products on the Network. Shop.com automates the process of submitting and listing your products on shopping malls, major search engines and b2b marketplaces, while reduces cost and improves ROI.

The PriceAlliance Network enables participating ecommerce businesses to reach interested shoppers through all

areas where shoppers are looking to shop. All businesses that have built ecommerce web sites using ecomPlanet.com's web site builder can choose to participate in PriceAlliance's "one-stop shop" advertising capability. Shop.com automates the catalog listings, inventory, text links and banners across over 100 major shopping portals and major search engines reaching the vast majority of shopping-only traffic for your company.

"This is extremely significant for businesses that develop an ecommerce presence with ecomPlanet.com. Rather than being limited to any one portal or mall, a business will have the opportunity to gain exposure for their products across all online shopping sites, online malls, and b2b marketplaces" said CEO Larry Vugteveen of ecomPlanet.com. "Every business needs to promote and increase their visibility on the Internet in order to compete and gain a share of the online revenues being spent. PriceAlliance gives a business the opportunity to select a marketing package that fits one's needs and then let their system of advertising in these shopping portals do the work for you. It sure makes it easier for any business to gain the visibility it needs and put it's name in front of literally thousands of shoppers daily. Needless to say, our agreement with PriceAlliance can substantially increase sales opportunities and distribution for all of our ecommerce businesses".

PriceAlliance currently maintains the largest network of 500 partner shopping sites and can reach 50,000,000 monthly comparison shoppers. PriceAlliance's co-branded SUBMIT service allows an online buyer or seller to automatically SUBMIT their ecomPlanet.com business and products to 500 online marketplaces through a single online form. This is an invaluable tool for businesses and online sellers looking to save money, time, and to reach more shoppers.

EcomPlanet.com specializes in 2 major marketing platforms: 1) offer FREE web sites through its Partner Program that are name-branded to a company's specifications 2) offer auction modules that can either be purchased or leased. Auction modules are a very hot item right now and it is a great way for any business to move excess merchandise easily and efficiently. Again, these auction modules can be name-branded as well. EcomPlanet.com is a leading Internet site that will build, host, maintain, and promote web sites for either personal or business use. The EZ Designer builder allows anyone, even the novice user, to build a professionally-looking web site and the ecommerce tools are some of the best in the industry in helping a business move products. EcomPlanet.com is known as the **BEST BUY** on the Internet and a business can sell up to 5000 products online for only \$99.00 a month. One of the main features of ecomPlanet.com is their trade-marked "**My Web Office**" which is a secured, personalized "point and click" control panel that allows you to easily manage your web site/business. Any business can change the looks of their web site any time, add or delete products, check the various reports that are compiled for you daily, communicate with your customers through a special email manager account, and help you in registering your business in the major search engines.

EcomPlanet.com's Preferred Partner program currently has over 40 business partners that range from 8000 employees and customers to business partners that have over 12,000 employees and 20 million customers a month to their stores. These partners can be businesses, small or large, organizations, associations, and colleges and universities. Basically, any type of business that wants increased visibility and a share of the online revenues is a candidate for the Preferred Partner program. The goal is to have 100 major partners by the end of the year and 200 by mid-summer of 2001.

The addition of the PriceAlliance Network in ecomPlanet.com's business plan is a major benefit. It allows **EVERY**one of our ecommerce businesses to get the help it needs to get in front of tens of thousands of shoppers every month to market its products. All a business has to do is fill out a simple form selecting the marketing approach it wants and let the PriceAlliance Network go to work for you. The form is found in the "Marketing Center" of every web site's secured backoffice built within ecomPlanet.com.