



AspDotNetStorefront ML for DotNetNuke® Announced

AspDotNetStorefront ML/DNN platform brings a feature-rich set of e-commerce platform capabilities to the DotNetNuke developer market, reaching over 450,000 asp.net developers using the award winning DotNetNuke framework who need advanced e-commerce capabilities.

Media Contact:

Robert Anderson
AspDotNetStorefront
602.490.0243
rob@aspdotnetstorefront.com

Rocky River, OH (June 21, 2007) – AspDotNetStorefront, is pleased to announce our AspDotNetStorefront ML/DNN e-commerce storefront platform which integrates directly into DotNetNuke web sites. The ML/DNN version offers the same level of features that AspDotNetStorefront's standalone ML version does, bringing literally hundreds of e-commerce features to the DotNetNuke community with this professional module offering for DotNetNuke developers.

"We recognize the wide adoption and viability of the award winning DotNetNuke platform used by over 450,000 asp.net developers. The DotNetNuke platform can be used to rapidly and efficiently create web sites for clients and it offers thousands of commercially available skins and add-ons, and we saw an opportunity to bring our market-leading e-commerce platform to that developer community," said Robert Anderson, President of AspDotNetStorefront. "Our AspDotNetStorefront ML for DNN product is a continued expansion of our core e-commerce platform to reach into this new market by bringing our proven professional feature rich e-commerce module to this large community of DotNetNuke developers and users. We are confident that we are providing the most advanced, feature rich e-commerce solution for the entire DotNetNuke marketplace."

"This is really exciting news! AspDotNetStorefront's commitment to the DotNetNuke platform will bring a proven e-commerce platform to the DotNetNuke community." said Shaun Walker, CEO of DotNetNuke Corporation.

AspDotNetStorefront worked very closely with core DotNetNuke technical team members to provide the best integration architecture possible, so that all DotNetNuke platform strengths are fully supported in the e-commerce modules. This includes key areas such as integrated customer and role management, single sign-in for all areas of the DotNetNuke and e-commerce portions of the site. It also has ability to mix e-commerce modules and DotNetNuke modules (e.g. calendars, document libraries, etc) on the same page.

The AspDotNetStorefront ML/DNN will be released in fall 2007.

Today, the AspDotNetStorefront shopping cart platform powers nearly 10,000 e-commerce businesses and is used by more than 5,000 developers. The solution features advanced functionality such as multi-lingual switching to enable global commerce and has fully customizable skins.

AspDotNetStorefront ML/DNN includes the following e-commerce features:

- Search Engine-friendly URL's and web pages to improve branding and search engine optimization
- Unique template designs and multiple page layout options to quickly create a professional-looking store

- Support for Master/Variant (Size/Color attribute) inventory items and buyer display
- Buyer level settings for loyalty or wholesale/distributor pricing
- One-Page Checkout
- Downloadable Products
- Product Ratings and Reviews
- Buyer accounts, gift registries, wish lists and other features to manage and strengthen customer relationships and increase up-sell and cross-sell opportunities
- Product listing and sorting options to help customers find what they're looking for faster
- Multiple payment options for the most commonly-used customer payment types
- Advanced support for product descriptions, quantities, minimum orders and more
- Google Checkout & PayPal Support
- Multi-language
- Hundreds of other features...

For more information and the full AspDotNetStorefront ML/DNN feature matrix, please visit www.aspdotnetstorefront.com.

About AspDotNetStorefront

AspDotNetStorefront.com, a Division of Discovery Productions, Inc is a privately held company headquartered in Rocky River, OH that provides online ASP.NET based e-commerce shopping cart systems for over 6,000 merchants and 4,000 developer partners. For more information, visit www.aspdotnetstorefront.com or call 602-490-0243.

About DotNetNuke

Our mission is to create opportunities and spread entrepreneurship to the world by providing a superior open source web application framework which cultivates a passionate developer community as well as a prosperous commercial ecosystem. DotNetNuke is an open source web application framework ideal for creating, deploying and managing interactive web, intranet and extranet sites. With a rapidly growing community of over 450,000 registered users, a legion of dedicated professional developers, and an active commercial ecosystem, DotNetNuke continues to strengthen its leadership position in the Microsoft enterprise market.

###