

## Merchants Selecting AspDotNetStorefront E-Commerce In Increasing Numbers To Fuel Sales Growth in Tough Economic Times

Cleveland, OH, October 2, 2008 – AspDotNetStorefront, and online commerce, continues to experience unprecedented growth, even in a tough economic time, as new merchants are signing up in record numbers. Existing merchant base also demonstrates continued investment in their e-business platforms leveraging our maintenance and product release updates. This continues to confirm that merchants are turning even more to online sales channels to grow their businesses in this tough economic time.

Nearing the upcoming holiday consumer shopping season, merchants continue to be more aggressive in finding ways to leverage the efficiencies of e-commerce in expanding their businesses online, and reaching into new online channels and markets, with dramatic results on efficiency, costs, and sales. The nearly 10,000 merchants running our leading Microsoft asp.net based [shopping cart](#) platform of AspDotNetStorefront again have access to the very latest e-commerce features, partner integrations for payment and shipping, and a nearly 400% increase in website page response performance in recent releases.

"With our recently announced AspDotNetStorefront ML v7.1 platform release, we continue to provide an invaluable tool for businesses to grow online and reach consumers in the global market. In these tough economic times, expanding online allows businesses to fully leverage the efficiencies and favorable cost models of Internet consumer shopping," said Robert Anderson, AspDotNetStorefront CEO & President. "AspDotNetStorefront provides our customers the most robust eCommerce feature set for the price, and our new builds continue our Visa Approved PABP leadership position and endorsement, and strengthens both security, performance, and features of the platform which appeal to both asp.net developers and merchants alike. With economic pressures abounding from all sides, and with financial markets in turmoil, the one steady pattern we have seen recently is that e-commerce sales and merchant growth into online e-commerce sales continues unabated, and in fact, growth is accelerating, fueling a rapid expansion of our customer base."

AspDotNetStorefront also continues to push into the rapidly growing Software as a Service (SaaS)/On Demand market in partnership with various providers, making merchant sign-up simple and easy. The ML/DNN Platform was recently announced to power the new Bingway.com turnkey e-commerce initiative. Additional hosting companies, such as MainStreetHost.com, are also now adopting the AspDotNetStorefront e-commerce platform, and rapidly expanding their customer base.

For more information on AspDotNetStorefront e-Commerce and e-Business platforms, see <http://www.aspdotnetstorefront.com>.

### About AspDotNetStorefront

AspDotNetStorefront.com, a division of Discovery Productions, Inc., is a privately held company that provides [online eCommerce shopping cart](#) platforms for nearly 10,000 merchants and 7,000 developer partners. For more information, visit <http://www.aspdotnetstorefront.com> or call 602-490-0243 x 101.

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