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FOR IMMEDIATE RELEASE

AspDotNetStorefront Multi- Store Beta Released

October 7th, 2009 – Westlake, OH – AspDotNetStorefront announces the official Beta release of the AspDotNetStorefront Multi-Store ecommerce shopping cart platform.

Based on AspDotNetStorefront's industry leading ML shopping cart, AspDotNetStorefront Multi-Store enables online businesses to host multiple distinct ecommerce websites with different products, pricing, branding, SEO settings and content using a single installation of AspDotNetStorefront. By combining multiple stores into a single database and admin console, administration and management of multiple e-commerce sites is made easy and efficient, saving time and money while increasing the flexibility of store owners to segment and organize multiple unique brands and product offerings in whatever manner they choose. AspDotNetStorefront Multi-Store is packed with intelligent new features including full support for ASP.NET master pages and AJAX controls, the ability to customize the appearance of URLs for SEO purposes, a modular plug-in interface for developers, and a simpler, more intuitive configuration interface designed to reduce site configuration errors. With full support for 64-bit computing platforms and server farms, and costing less than competitive multi-store offerings, AspDotNetStorefront continues its leadership in value, performance and functionality.

"We're very proud of this achievement," said Chief Operations Office and Executive Vice President Dan Van Kuren. "As one of the few shopping carts that offers true multi-store functionality, we are providing enterprise –level features to small and medium business customers, allowing them to increase the efficiency of their operations, lower the infrastructure and administrative costs of running multiple ecommerce websites and compete favorably in search engine rankings."

AspDotNetStorefront is now accepting pre-orders for AspDotNetStorefront Multi-Store. All customers who pre-order the AspDotNetStorefront Multi-Store product will be granted access to the fully functioning beta release and will receive special pre-order pricing and year of free continuous product updates. The AspDotNetStorefront Multi-Store Beta is available from AspDotNetStorefront (<http://www.aspdotnetstorefront.com>) starting at \$3,290.00 for a five store license.

About AspDotNetStorefront

AspDotNetStorefront.com, a division of Discovery Productions, Inc., is a privately held company headquartered in Westlake, OH that provides [online e-commerce shopping cart software](#) for over 10,000 merchants and over 6,000 developers and DevNet partners. For more information, visit <http://www.aspdotnetstorefront.com> or call 602-490-0243, x2.

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