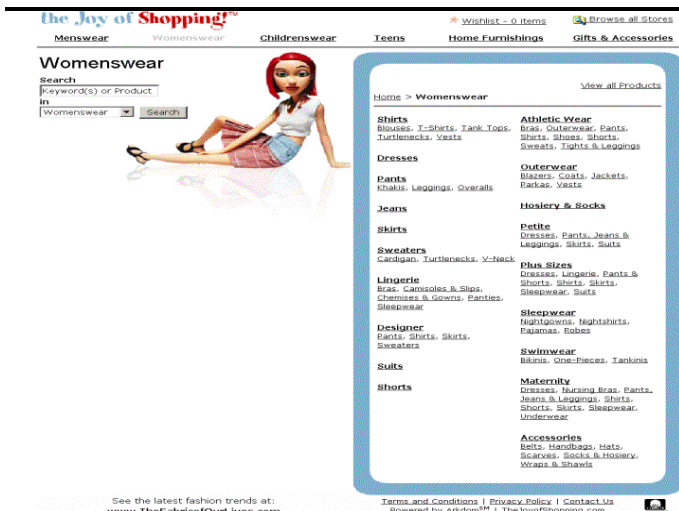


ArkdomSM Commerce Affiliate Datasheet



"The Joy of Shopping is an exciting and unique way to promote cotton and cotton products. It adds another dimension to our media plan, supplementing our TV and magazine advertising. Now, through the Internet, we will be able to interact with individual consumers and provide an avenue for shopping for products from any participating retailer or manufacturer with an electronic catalog. For the consumer, it is a way to know what is sold on the Web, who sells it, and then makes it easy for them to buy it."

J. Berry Worsham
President & CEO
Cotton Incorporated

A NEW-TO-THE-WORLD MARKETING TOOL

Arkdom Commerce Affiliate (ACA) is a patent-pending, new-to-the-world marketing tool to maximize brand power and retail relationships to satisfy online customers.

Now brand owners can immerse customers in their brand from their website all the way to checkout, and assure fulfillment of the desired product at the retailer's website. Through the power of ACA, brand owners and retailers team up to levels not possible before to strengthen brand image and increase customer satisfaction. Further, ACA can help improve communication and coordination efforts between brand owners and retailers.

ACA brings together selective products and retailers chosen by the brand owner, customizable advanced shopping functionality, business intelligence, and on-demand infrastructure, all bundled and delivered as a managed service, implemented without significant impact on the brand owner's technical operation or business processes.

ACA delivers all these capabilities as a service while staying behind the brand owner's website seamlessly integrating ACA capabilities within the website, as illustrated in Figure 1.

SELECTIVE PRODUCTS AND RETAILERS

Through established relationships with hundreds of online and brick-and-mortar retailers, ACA offers to a brand owner a variety of retailers, including mass merchandisers, department stores, and specialty stores. ACA applies a sophisticated, proprietary rules engine capable of selecting only those products and retailers that meet the brand owner's

strict criteria expressed in plain business rules. The result of applying this rules engine is a pristine, authentic collection of branded products presented through retail partners in which the brand owner's customers can be immersed and can shop without exposure to competing products or distracting offers.

CUSTOMIZABLE ADVANCED SHOPPING FUNCTIONALITY

ACA is highly customizable by the brand owner. The following presents some key functionality:

- ❖ **Customizable Brand-driven Navigation.** Unlike other typical shopping portals, ACA provides a unique, brand-driven way to navigate through the brand owner's products. The brand owner can surround customers with its brand and appropriate marketing messages all customizable to the brand owner's liking.
- ❖ **Customizable Front-end.** ACA's front-end can be fully customized to meet the needs of the brand owner. In fact, the brand owner can use its own front-end while accessing ACA's back-end functionality in an easy, seamless manner.
- ❖ **Customizable Search.** ACA's intelligent search engine allows users to find products of their choice quickly and accurately with comprehensive information. The search engine can be customized to in accordance with the brand owner's preferences, for example, assigning different weight to different keywords to emphasize certain products, brands, or retailers.

- ❖ **Customizable Product Display.** The brand owner has full control over how products from different retailers are displayed after a search is performed. This display can be random or pre-determined based on criteria set by the brand owner.
- ❖ **Customizable Categories.** With ACA, category trees, including hierarchical relationships and category names, can be fully customized by the brand owner.
- ❖ **Drill-down Category Trees.** ACA allows users to drill down a category tree and view products by category or retailer at any point while drilling down. Users can also narrow product choice by retailer and additional search criteria.
- ❖ **Wish List.** ACA provides users with the capability to add products to a Wish List as they shop across various retailers, facilitating the checkout process.
- ❖ **Virtual Fulfillment Operation.** With ACA the brand owner's customers find the products of their choice easily on the brand owner's website. When they are ready to buy, the checkout and fulfillment processes actually happen at its retailers' website. In other words, ACA allows the brand owner to leverage its retailer's fulfillment operation.
- ❖ **Internationalization.** ACA can be customized to support international languages and currencies, allowing the brand owner to more

effectively target users located in countries abroad.

BUSINESS INTELLIGENCE

ACA provides the brand owner with the ability to measure marketing effectiveness. ACA can track each transaction made by users and can correlate that information to the brand owner's products. ACA enables the brand owner to view reports, analyze sales relative to marketing expenditures, and more. Also, ACA can generate custom reports to better meet the brand owner's needs.

ON-DEMAND INFRASTRUCTURE

ACA operates on infrastructure that can be scaled dynamically up or down, based on the brand owner's requirements. This is accomplished through ACA's proprietary on-demand technology. Computing resources and capacity are packaged, delivered, and measured in a unit called Managed Served Unit (MSU). The brand owner can add or remove MSUs and pay only for what is used. ACA provides reporting facility that gives the brand owner a clear understanding of how much MSU capacity is being used.

ACA's on-demand infrastructure, hosted in a state-of-the-art data center, is not only scaleable but also secure and reliable with 24x7x365 access from anywhere in the world.



Figure 1 – How ACA Works

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