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Darnell.Com, Inc.

NEWS

**Database Driven Electronic Catalogs
Report Users' Activities and Quantify ROI**

Corona, California, July 31, 2003 – Darnell.Com, Inc. is pleased to announce a major enhancement to its proprietary Smart Interactive Multimedia Publishing™ (SIMP™) technology; the ability to automatically track and report user activities. SIMP™ technology produces interactive catalogs on CD-ROM that are tightly coupled to a company's on-line, in store, and direct marketing sales efforts. And now, SIMP™ electronic catalogs can be configured to automatically report user activities to a remote server and quantify usage, providing a direct measure of return on investment (ROI). A free demonstration CD is available from Darnell.

SIMP™ electronic catalogs provide a proactive tool that catalog marketers can deploy and deliver a personalized "Interactive Store" directly to the mailboxes of customers and potential customers. A SIMP™ CD can include multiple databases with information such as store locations, product specifications, price lists, product images, and so on, enabling 'on-the-fly' changes in the content and format of the presentation. A SIMP™ catalog can also intelligently cross-sell a company's products and services, further enhancing the value of SIMP™ to catalogers.

The addition of activity reporting takes Electronic Cataloging to the next level and empowers catalogers to quantify the ROI of their CD-ROM-based interactive catalogs. SIMP™ CDs autostart, run without installation and require no software on the user's computer (except the Windows™ system), making it easy to use. Ease of use leads to increased use and higher ROI.

Direct marketers have never been under more pressure to prove the value of various promotional tools and campaigns. In most instances, it is difficult or impossible to directly quantify the ROI of specific projects. Darnell's proprietary SIMP™ technology makes it easy marketers to measure ROI and fine-tune their promotional campaigns for the optimal results.

Darnell.Com is a global publishing company with offices in Corona, California and Denzlingen, Germany. Three patents are currently pending on Darnell's unique SIMP™ technology. The company's customer base includes over 400 companies in 26 countries. In addition to its proprietary Smart Interactive Multimedia Publishing™ technology, Darnell is involved in several related publishing/consulting activities.

On the web: <http://simps.darnell.com>

Smart Interactive Multimedia Publishing™

