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NEWS

Darnell.Com, Inc. Completes Initial Patent Filings

Corona, California, August 21, 2000 – Darnell.Com, Inc. announces today the filing of three patents covering the Company’s Smart Interactive Multimedia Publishing™ (SIMP™) technology.

Darnell.Com’s proprietary SIMP™ technology provides a bridge between traditional print publications and the Internet. Smart Interactive Multimedia Publishing mimics the content and performance of web sites (including active hyperlinks), in read-only environments such as CD-ROMS and DVDs. SIMPs provide readers with a familiar and comfortable web-like interface, but overcome the significant business and technical limitations of the Internet.

Darnell.Com’s SIMP technology and intellectual property (IP) offers significant competitive advantages. Those advantages fall into three broad areas: (1) The ability to rotate multiple ads with associated hyperlinks on a single page significantly reduces the cost to individual advertisers. For a given level of revenue, ad rotation reduces ad rates to one-fifth or less compared with non-rotation technology. (2) The ability to report the results of ads in terms of ‘click thrus’ to web sites and number of views by readers provides valuable information to advertisers that will not be available to advertisers in competitive SIMPs. (3) And, most importantly, Darnell.Com has unique IP for producing “smart” publications that will create an entirely new class of SIMPs with unparalleled benefits for both advertisers and readers. With “smart” technology, advertisers can precisely target their message, and Darnell.Com (and its licensees) can capture significant value.

“We’ve all seen the various attempts to resolve this vexing problem: Print publications have the highly-valued readers and circulation coveted by web site operators, but how can the readers of print publications be given direct access to the Internet? Until now, the answer has remained ‘around the corner.’ Darnell.Com’s Smart Interactive Multimedia Publishing provides the answer today,” stated Jeffrey Shepard, President and CEO of Darnell.Com, Inc.

Darnell.Com’s first SIMP™, *PowerPulseCD*, has received broad-based advertiser and reader acceptance. The company will launch additional SIMP titles of its own in 2001 and is currently seeking licensing and joint-venture relationships with major publishing companies. Several discussions are in process with significant announcements expected before the end of 2000.



SIMPs™ versus Print versus Internet

