



For more information, contact:
Jeff Shepard
jshepard@darnell.com
(951) 279-6684
<http://simps.darnell.com>

Darnell.Com, Inc.

NEWS

Unique Directory + Catalog CD Delivered

Corona, California, October 25, 2004 – Darnell.Com, Inc. has produced a combined Directory and Catalog CD based on its unique Smart Interactive Multimedia Publishing™ (SIMP™) technology. This ambitious project demonstrates the strength of SIMP™ to deliver very large quantities of information in a cost-effective and very accessible format. This SIMP™ CD also includes extensive activity reporting capabilities. Among the over 100 user activities tracked by this SIMP™ are the number of CD “sessions,” the number of times that information related to individual “display advertisers” is viewed by users, the number of times that the sponsor’s catalog section is viewed by users, and much more.

“This project demonstrate the capability of our technology to efficiently deliver thousands of pages of highly accessible information for pennies.” stated Jeff Shepard, Darnell’s President. “And it includes the ability to track and measure user activities, quantifying the return on investment for this CD.”

Powerful features of the directory section include: When displaying any search results from the directory, companies identified as “display advertisers” are at the top of the listing (in alphabetical order) followed by all other companies (also in alphabetical order). The database includes information on over 84,000 products from about 8,200 companies and can be accessed by either a series of drop-down menus or through a keyword search function. The database includes both active hyperlinks to company web sites and active e-mail addresses for requesting information from individual companies.

While the directory section contains an extensive database, the catalog section is based primarily on a 1,300 page PDF catalog file. The catalog section includes the ability to browse the content or perform key word searches to locate specific information. Several hyperlinks in this section link deep into the catalog company’s web site for specific information and placing orders. Also included is an interactive catalog request form that is e-mailed directly back to the company for fulfillment.

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. Darnell.Com is a global publishing company with offices in Corona, California and Denzlingen, Germany. 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>

