

**Leading Online Companies Do Dots With DoDots ; DoDots ' Technology Delivers Internet Packaging and Distribution for Internet Content, Applications and Services**

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PALO ALTO, Calif.--(BUSINESS WIRE)--March 13, 2000-- **DoDots** (TM), Inc., a Palo Alto, California-based start-up, today announced Premier Partnerships with leading online companies committed to using **DoDots** ' technology to package and distribute their content, applications and services in Dots(TM) - discrete, branded packages with instant distribution and user sharing. The company's first partners include AnyDay, Bluelight, drDrew, Epinions.com, eHow, Kibu, Merriam-Webster, mySimon, PC World, PhotoPoint.com, Snapfish, StartSampling, Work.com, ZDNet and Zupit.com (formerly i2e2).

**DoDots** enables online companies to exploit the multibillion-dollar opportunity that exists "outside the browser" with a whole new approach for Internet content. **DoDots** ' technology delivers the benefits of consumer packaging and distribution to the Internet, enabling online companies to fully brand and appropriately package their content so it can be instantly distributed and shared between users.

**Dot Revolutionaries Adopt Dots**

"Dots are a cool new technology that give our customers a greater user experience. Partnering with **DoDots** was an obvious decision for AnyDay, given the value-add that Dots provide," said Dennis Kelly, AnyDay co-founder and chief operating officer.

"Our brand is very strong, and we work hard to keep it that way," said John Morse, Merriam-Webster president and publisher. "Being associated with **DoDots** ' exciting new technology definitely enhances our leadership position, both on the Web and in the conventional publishing world."

"We understand the fear associated with making the wrong purchasing decision," said Mike Speiser, co-founder of Epinions.com. "By leveraging **DoDots** ' technology, consumers will be able to quickly access high quality, unbiased product reviews directly from their desktops."

"Our new mySimon Dot(TM) offers our shoppers instant and easy access to the online shopping features they care about most," said Adam Taggart, product marketing manager for mySimon. " **DoDots** provides an attractive new means for mySimon to enhance our brand and increase distribution among online shoppers."

"We're always looking for innovative ways to meet the informational needs of our management-level audience, and **DoDots** ' technology offers swift access to PCWorld.com's award-winning editorial," said Bob Ostrow, publisher of PC World. "Since the business PC-buying process is a collaboration between several individuals, the ability to share Dots is a benefit to our readers - who turn to PC World to help them buy and use technology. And Dots' continuous presence on the desktop is invaluable as PC World continues to strengthen its brand, both in print and online."

" **DoDots** technology enables us to quickly and seamlessly share our 'Photo of the Day' with everyone on the Internet," said Dale Gass, chief technical officer of PhotoPoint. "We're amazed how easy it is to brand, package and distribute PhotoPoint content."

"Our customers are looking for ready access to the many resources and information available on Work.com," said David Williams, Work.com general manager at Excite@Home. " **DoDots** ' technology lets us put the right information at our customer's fingertips."

"ZD Net's innovative customer retention program has been expanded by **DoDots** ," said Steve Giannini,

director of strategic partners. "As the Internet market-leader in keeping customers (according to Media Metrix), we are always looking for creative ways to enhance and lengthen our customer's experience with ZDNet. Dots deliver for us."

"We will be using Dots to package, brand and distribute our gaming content," said Joe Perez, chief executive officer of Zupit.com. "We are excited to be the first gaming site to feature content in Dots."

#### Dot Availability

Dots will be available from **DoDots** ' partners and at the **DoDots** web site later this month. Users interested in Dots can register now for the **DoDots** beta software at [www. DoDots .com](http://www.DoDots.com).

"Dot Revolutionaries are packaging and distributing amazing Internet content and applications in Dots," said George Kembel, chief executive officer and founder of **DoDots** . "We look forward to working with our partners to increase the impact and broaden the use of their online products and services."

#### About **DoDots** Technology

**DoDots** ' technology enables companies to fully brand, package, and instantly distribute their content to customers. The process of creating Dots is quick and easy. Dots can behave just like applications, so companies can use them to distribute new features and highlight new content.

Typically, Dots contain one-tenth the content of a web page, so they are fast and load quickly. Dot technology is built on established Internet standards and utilizes existing communication protocols to ensure reliability, scalability, and a powerful way to easily leverage existing web site content.

#### About **DoDots** , Inc.

Based in Palo Alto, Calif., **DoDots** was founded in early 1999 by John Kembel, George Kembel and Tony Medrano. The company is privately held, with initial funding from Softbank Venture Capital. More information is available at [www. DoDots .com](http://www.DoDots.com).

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