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FOR IMMEDIATE RELEASE**GROOPZ DEBUTS AT E-COMMERCE WORLD 2000**

This E-Commerce tool is making the impossible task of proactive, live, human interaction on a web site possible, and Digi-Net is allowing all attendees of the Electronic Commerce World to obtain a free time-unlimited version.

GAINESVILLE, FL, September 20, 2000 -- Digi-Net Technologies, Inc., a leader in real-time messaging technology for eCRM and community building applications, announced that they will be giving away their new e-commerce tool, Groopz E-Commerce™, to all attendees of the Electronic Commerce World Show, Oct. 3-4 in Orlando, Florida. Groopz has seemingly taken the e-commerce industry by storm by creating a proactive, live virtual sales representative, to assist eBusinesses with their online sales efforts.

Groopz allows site owners to monitor the traffic activity on their web sites in real-time, qualify the top sales prospects and proactively initiate a live conversation with their web site visitors. For several companies already, the proactive features of Groopz has led to an increase of up to 80% and more in their online sales.

The Electronic Commerce World has been a premier conference and exhibit event, featuring technologies to conduct successful business electronically, on a global scale, for years. It has become a haven for top management and business owners in the technology industry to learn and expand into new business processes that leverage communication, the Internet and the World Wide Web.

E-Commerce has become a strong focal point for many eBusinesses that are realizing the need for more than an attractive web site to keep up with the competition. According to Gartner Group, none of the top 50 e-retail sites surveyed on customer service, received an 'excellent' or 'good' rating, and less than a quarter were considered even 'average'. When this is combined with the fact that 70% of all web shoppers say that they won't buy something on the web until they have personally interacted first with a real person, the need for Groopz seems to be painfully obvious.

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"This is an opportunity that nobody should pass up," says Todd Johnson, Director of Marketing for Digi-Net Technologies. "Customers want instant gratification, they need instantaneous support, or they will simply click over to a competitors site. Regardless of the size of your e-commerce enterprise, you'll find that the ability to digitally shake the hand of your web customers, as soon as they enter your store, is very rewarding and simply addictive."

All interested participants are encouraged to visit Digi-Net Technologies, Inc., at booth #518, at the Electronic Commerce World 2000 Exhibit. All those that will not be able to attend, are asked to visit <http://www.groopz.com> or call toll-free sales assistance at (877) 404-2428.

About Digi-Net Technologies, Inc.

Digi-Net Technologies, Inc. provides community-building business-to-business and business-to-consumer communications software. Digi-Net has an extensive client base including such sites as Ernst & Young LLP, Intel, Boeing, Verio, US West, Sun Microsystems, Harvard University, Lucent Technologies, BellSouth, and more. To learn more about Groopz E-Commerce, visit <http://www.groopz.com>, or contact Todd Johnson at johnson@digi-net.com, or call toll free (877) 404-2428.

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