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**DIGI-NET LAUNCHES GROOPZ E-COMMERCE**

*Groopz E-Commerce helps eBusinesses deliver live personalized customer service and sales by providing tools for web merchants to proactively and reactively interact, chat, and direct visitors through their Web sites.*

**GAINESVILLE, FL, September 20, 2000** -- Digi-Net Technologies, Inc., a leader in real-time messaging technology for eCRM and community building applications today announced the introduction of Groopz E-Commerce™ v1.0. Groopz allows eBusinesses to monitor the traffic activity on their web sites in real-time, qualify the top sales prospects, and proactively initiate a conversation with their web site visitors. Groopz is available immediately as a free download from the company's web site. Groopz launches with over 1000 sites using the free and premium versions of Groopz E-Commerce.

"Groopz breaks down the barriers to customer interaction on the Web. We're reintroducing the human element to the Internet and offering customers the same customer service and sales experience they would receive in a brick and mortar setting," explains Robert Parker, President and CEO of Digi-Net. "We're giving web merchants the ability to digitally reach out and shake their customers' hand."

Key Features of Groopz E-Commerce include:

**ProActive Web Sales (PAWS)** – Monitor your web site in real-time and proactively contact the best prospects by offering intelligent and contextually pertinent assistance. Site owners can now approach customers before they leave frustrated and abandon their shopping carts.

**Reactive Customer Service** – Provide full support for web-based customer "call" queues allowing multiple, simultaneous operators to respond to incoming customer service call requests. Operators can consult and interact with other operators, as well as transfer a call to another operator.

**Fully Cross-Platform** – Groopz works on all modern browsers and operating systems including Windows 95/ 98/ NT/ 2000™, MacOS™, Linux/UNIX, Solaris™, Netscape™, America Online™ and MS Internet Explorer™.

**Java™** - based instant messaging chat interface combines the fastest possible performance, with full cross-platform compatibility, and an unparalleled Graphical User Interface (GUI). It's very easy to use, has full support for custom branding and looks professional on any site.

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Push information, web pages, documents/files (including MS Word, Excel, PowerPoint documents), programs (executables), and more to visitors.

According to The Gartner Group, 70% of web shoppers say they won't buy something on the web until they have personally interacted first with a human. "Online sales is a competitive business because the other company is only a click away," states Raymond Pirouz, CEO of R35, Inc. "Customers want instant gratification. With traditional email-based customer service, you risk losing a customer if you don't react quickly enough. Groopz has allowed us to address our customers' needs immediately....In fact, our sales volume increased 50% on the very day we implemented Groopz."

Groopz has already attributed to the increase of web sales and better customer service for many companies, such as HipHip Software. "Groopz has become an integral part of our online sales strategy," states Michelle Beauchamp, Chief Marketing Officer. "Utilizing Groopz enables us to proactively address our target audience, and answer questions in real-time - taking our online sales effort to the next level. Since integrating Groopz, qualified sales leads have increased significantly."

Site owners and webmasters are invited to download a FREE version of Groopz at <http://www.groopz.com>

#### **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](mailto:johnson@digi-net.com), or call toll free (877) 404-2428.

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