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**FOR IMMEDIATE RELEASE****GROOPZ E-COMMERCE REINTRODUCING THE HUMMAN ELEMENT TO  
THE WEB AT FALL INTERNET WORLD 2000**

*Seemingly changing the face of E-Commerce, the "digital handshake" that Groopz provides its users will undoubtedly be a main attraction at the show in October.*

**GAINESVILLE, FL, October 19, 2000** - Digi-Net Technologies, Inc., a leader in real-time messaging technology for eCRM and community building applications, is presenting their popular software solution, Groopz E-Commerce™, to 60,000 expected attendees of the Fall Internet World in New York City.

Of the many e-commerce tools on the market, Groopz is one of the exceptional few that allows webmasters the ability to be fully proactive and initiate a live one-on-one conversation with their web site visitors. This e-tool has been a dream come true for many e-merchants, increasing their online sales by as much as 75% the very day it was added to their site.

Among its multitude of features, Groopz enables webmasters to "see" traffic activity on their site, proactively, as well as reactively, provide live assistance, and "push" web pages, word documents, movies, and much more to site visitors without them ever leaving the site or ending the conversation. It is the only one in its class that is totally cross platform and visitors do not need any special plug-ins to use Groopz.

The Fall Internet World is the most comprehensive product and technology event regarding the Internet, attracting some of the most elite decision-makers in the industry. "This is a perfect opportunity to put our technology in the hands of the people who are most in a position to implement it in real world settings," states Todd Johnson, Director of Marketing for Digi-Net Technologies, Inc. "The participants of the show will be amazed when they realize what a tremendous impact Groopz will have not only in the Internet and E-Commerce industry, but the bottom line of their online sales."

**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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