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FOR IMMEDIATE RELEASE**R35.COM Launches Real-Time Customer Service**

Powered by Groopz™ E-Commerce, design-driven R35, Inc. embraces the customer-driven web experience.

ALTADENA, CA, November 29, 2000 - R35, Inc. launches a brand new customer service section within R35.COM where customers and web site visitors may request live assistance and interact with R35 Customer Service Representatives in real-time, obtaining answers to their questions without having to wait for emails to fly back and forth.

"Thanks to Groopz E-Commerce, we were able to quickly and effortlessly deploy a highly sophisticated and visually elegant real-time customer service engine without typing a line of code," said Raymond Pirouz, CEO of R35, Inc. "We're here to help our customers and web site visitors "Live the Internet Lifestyle". At R35 direct, we sell hardware, software, furniture and tools to eBusiness developers and entrepreneurs; At R35 edu, we teach Internet strategy courses to a global student body. With Groopz E-Commerce, we can get closer to our prospective customers and students much faster than the traditional method of waiting for email inquiries and possibly having prospects lose interest over time. With eBusiness moving at Internet speed, a key component to closing the sale or attracting new students is our ability to engage them while they're on our web site. Of course, more important than closing sales or attracting new students is the process of building relationships and strengthening our brand. Because of its solid Java engine, Groopz E-Commerce allows us to connect with our customers effortlessly and elegantly - without compromising their privacy or requiring them to jump through hoops to install additional plug-ins."

About Groopz E-Commerce:

Groopz E-Commerce v1.0 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. "Groopz is quite simply designed to make interaction on the web more effectively mimic the real world," say Robert Parker, President and CEO of Digi-Net. "We wanted to provide the online merchant with a unique awareness of who was in their e-store and more importantly with the ability to approach those visitors in a proactive and meaningful way. It enables the web merchant build confidence, loyalty and trust among their online customers."

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Groopz is available immediately as a free download from the company's web site, HYPERLINK "http://www.groopz.com" <http://www.groopz.com>

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

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 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.

About R35, Inc.

Founded in January 1997 by husband and wife Raymond & Dante Monique Pirouz, R35, Inc. (<http://www.r35.com>) is a high-technology Internet company that helps people Live the Internet Lifestyle™ by providing them with the best products, furniture, tools and know-how so that they can work, learn and play better.

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