

Organize, Show & Sell Your Products Online



For Independent Retailers

- ▶ Enable your customers to shop on-line from an unlimited product assortment.
- ▶ Intuitive navigation makes it fast and easy to find the right product.
- ▶ Low cost, professional solution - starting at \$127 a month.
- ▶ Nothing to install - all you need is a PC with a web browser.
- ▶ No Contract - Month-to-Month Service - Cancel Anytime.

Your Branding

Easily and inexpensively add e-commerce to your existing web site, or let MarCole build a site for you. Customize the shopping user interface with your logo, colors and images to reflect your existing web site and branding. No third party ads, pop-ups, unwanted links or other distractions.

Find Products Easily

CatalogWorks uses effortless navigation that allows your customers to quickly find the right products through intuitive search paths. They can navigate from department to category and sub-category, to a collection, or SKU; or use a quick description search allowing them to search by keywords, or an advanced search by various criteria such as department, price range, brand, item number and/or item description.

Use Non-technical Staff to Manage Content

Intuitive utilities enable non-technical employees to update product information and images and manage content. See DataWorks information.

Product Images and Information

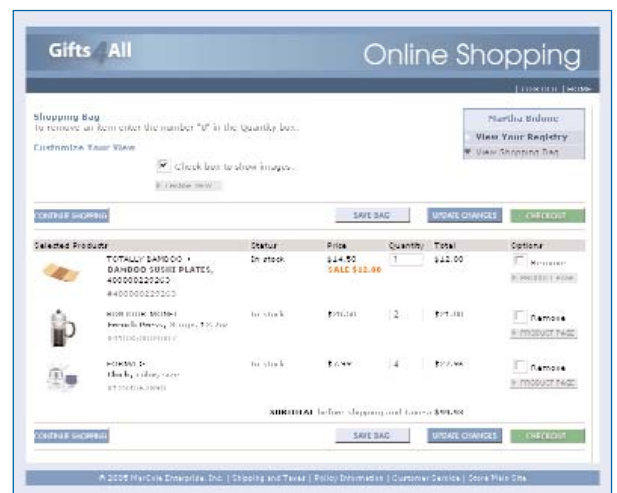
Multiple product photographs and detailed product information provide the decision-making tools your customers need. Zoom from a thumbnail to a detailed product image accompanied by comprehensive product information. Group related products in appropriate collections. Control the order in which product display to maximize merchandising effectiveness. Display inventory status or other item specific messages, such as available on-line only, special order, seasonal, etc.

No Software or Hardware to Buy or Install

MarCole hosts CatalogWorks at a secure IBM facility - all you need to administer your e-commerce site is a PC with a web browser. Technical support is included in the price.

Full Service E-Commerce

CatalogWorks provides secure e-commerce capabilities, accepts orders, gathers billing and shipping information, calculates tax and shipping according to your policies and emails personalized order confirmations.



Load Item Data and Images Automatically or Manually

Update your item information, images, prices, sale prices and inventory status automatically, as often as you like from your internal electronic item master. Automatically, grab and display multiple product images in real-time, as needed, from vendor or distributor image servers.

Generate Incremental Sales

Not only are you able to increase sales by capturing out-of-town and after hour business, you can expand your product assortment without additional inventory or space by adding special order items to your on-line catalog.

Works Seamlessly with Gift RegistryWorks™

CatalogWorks is designed as a standalone e-commerce system and it can be easily integrated with Gift RegistryWorks. Once an item is located, customers can place it in their shopping cart or add it to their gift registry or wish list.

CatalogWorks has been utilized by retailers worldwide to maximize retail productivity, generate incremental revenue and minimize expense.



DataWorks Solves Electronic Merchandising / Content Management Problems

DATAWORKS

DataWorks is specifically designed to work with MarCole's CatalogWorks™ and Gift RegistryWorks™. DataWorks makes it easy to organize, categorize, and enhance your data in a customer friendly web-ready manner, delighting your customers and driving sales.

What DataWorks Does

- ▶ First and foremost - It gives you control over what the customer sees.
- ▶ Enables you to manage item information and images in one central location for use on self-service in-store systems and the Internet.
- ▶ Organizes products by department, category, sub-category and brand.
- ▶ Provides consistent, accurate, information and images.
- ▶ Facilitates describing products with complete, easy-to-understand-detailed descriptions.
- ▶ Links one or more product images to new or existing product information.
- ▶ Groups and manages related products in appropriate collections.
- ▶ Manages swatches - allowing you to create, add, delete, activate and deactivate individual and groups of color/material swatches - all with an easy to use intuitive web-based interface.

