

NEWS RELEASE
For Immediate Release

AssistV9 Takes Multi-Channel Commerce Solution To New Level Of Enterprise Functionality, Scalability, and Value

- Major Release Targets Growth and Mid-size Companies addressing Call Center and Web Order Processing, Fulfillment, and Reverse Logistics Needs -

Salt Lake City, Utah – December 9th, 2002 – Assist Cornerstone, Inc. today announced a powerful new release of its flagship Multi-Channel Commerce Software, AssistV9. This major release offers key market-driven functionality that now includes the Assist WebStore solution, a state-of-the-art Web-based reporting engine, enhanced analytics and a Customer Relationship Management portal for 360 degree visibility of all customer interactions, and a Reverse Logistics module for managing customer returns. AssistV9 addresses the needs of Multi-Channel Retailers and Distributors who demand Enterprise level functionality, performance, reliability, scalability, and ease-of-use. Built on fifteen years of experience and refinement, AssistV9 will be available for Beta release in the first quarter of 2003 and First Customer Ship (FCS) in the second quarter.

“We understand that our software is mission critical to an Enterprise and that if our customers can’t process orders when volumes scale, they will grow themselves out of business,” said Sean Skamnes, Vice President Sales and Marketing, Assist Cornerstone, Inc. “This is why Assist has always built and delivered a comprehensive software solution, based on a reliable and scalable hardware and software architecture, rather than risk the exposures inherent in multi-vendor solutions. The AssistV9 release couples all of this proven capability from past releases with new functionality that distances Assist Cornerstone from the competition.”

According to Geri Spieler, Research Director, GartnerG2, “Truly effective fulfillment application solutions must include reverse logistics capabilities to address compelling market issues in managing customer order returns.” She added, “Gartner estimates the market for reverse logistics to exceed \$3 billion over the next five years, and today, there is no dominant vendor solution.”

“We selected Assist as our Multi-Channel Commerce solution because they deliver a single and comprehensive software solution to address our high volume Call Center needs,” said Fleming Wilt, President, The Christie Cookie Company. “Moreover, because of the cost savings, the Web is a critical channel to support demand from our catalogue and advertising programs. We believe that the inclusion of the WebStore license in AssistV9 was a natural move.”

- More -

AssistV9 Features

WebStore – AssistV9 now includes a paid-in-full license to WebStore, Assist Cornerstone’s e-commerce solution. WebStore provides full shopping cart capability and a real-time web commerce solution for merchants who require the capability to build, deploy and manage powerful and scalable e-commerce environments.

Reverse Logistics Module – The Reverse Logistics module is new core functionality that effectively manages order returns. Engineered based on customer and market demand, the Reverse Logistics module provides a web-based, self-service functionality that dramatically reduces the costly process of order returns.

Web-based Reporting – Assist V9 will include a series of standard reports providing access to critical business intelligence via an easy-to-use web browser interface.

Enhanced Analytics – Using the extensive sales analysis tools as a foundation, AssistV9 will provide greater business intelligence in the area of inventory forecasting. Users will have the ability to set future inventory levels, predict buying patterns and introduce new lines more effectively.

Customer Relationship Management (CRM) Portal – The CRM portal is new module that provides centralized visibility and management of all customer interactions across an organization. The CRM portal leverages the customer data that resides in AssistV9 as a result of the comprehensive suite of functionality provided in the application.

About Assist Cornerstone, Inc.

Headquartered in Salt Lake City, Utah, Assist Cornerstone, Inc. is a leading provider of Multi-Channel Commerce software for companies that demand Enterprise level performance, scalability, and mission critical reliability to address catalog and Internet business processing needs. The Assist Cornerstone solution is built on a comprehensive and single software architecture, mitigating the risks associated with typical vendor conflicts and the ensuing support and upgrade costs associated with multi-vendor, integrated solutions. Founded in 1987, Assist Cornerstone has a proven history of delivering mission critical solutions for the management of Catalog Call Center and Internet channels within the Multi-Channel Retail and Distribution industries.

For More Information, Visit www.assistcornerstone.com

#