

Releases new Global Distribution Service called Portspring

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NEWS RELEASE

Global E-commerce technology provider, Jumbo Corporation Ltd (Jumbo Corp), is pleased to announce the release of its new global distribution service called "Portspring".

The Portspring service (www.portspring.com) provides valuable assistance to businesses around the globe looking to expand into off-shore markets with the help of the Internet. The service covers issues such as selecting markets, product positioning, pricing, branding, exchange rates, delivery solutions, partnerships and cultural issues. This expands the current product range that includes secure online payment systems, online store building software and online promotions.

"Our experience in global Internet trade over the last few years has shown that there is a strong demand for this type of service", said Mr Mike Veverka, CEO of Jumbo Corp. "Many companies understand the benefits of global trade but very few actually know how to go about it."

The Portspring product is primarily aimed at businesses in the USA, followed by Asia, Australia and Europe. The company intends to first market the service to its existing customer base of 4,000 merchants, followed by merchants that use competing systems. "Most of our competitors do not offer this type of service, and it provides an opportunity to differentiate our services and take an early lead in this emerging sub-industry", said Mr Veverka.

The USA is the dominant Internet user with 37% of homes connected, but other countries have a higher rate of growth. This trend, combined with the large population outside the USA is driving businesses to look at external markets.

"The positive effect on global trade is one of the Internets true benefits, and it represents a largely untapped market", said Mr Veverka.

The costs to provide the Portspring service are variable with sales levels and do not impose a cash drain on resources. "This is one of

those opportunities that did not cost us a lot of money to develop and will add to the existing revenue streams as demand continues to grow", said Mr Mike Veverka.

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