

Contact: Matt Mueller
Topik Solutions, Inc.
Phone (434) 817-6320 x26
Fax (434) 220-1074

609 E. Market Street, Suite 103
Charlottesville, VA 22849
<http://www.TopikSolutions.com>



Topik Solutions
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Press Release

Catalogik™ electronic catalog aims to dramatically increase online revenue

Topik Solutions Inc, a pioneer in innovative digital publishing systems, marks its entry into the world of online catalogs with the release of Catalogik™

Charlottesville, VA July 20, 2004: The highly automated Catalogik™ solution converts print catalogs into an exciting new dynamic online shopping experience enabling catalogers to dramatically increase both conversion rates and average order values.

Built on Topik Solutions' MovingPaper™ digital presentation technology and Userlogik™ audience management and targeting suite, Catalogik™ combines the best of the web with the best of print for a truly integrated shopping experience. "Every aspect of our solution is designed to make it easier for shoppers to buy," says Matthew Mueller, Topik Solutions, Inc.'s Vice President for Marketing. "While making shopping as easy as flipping through the pages of a print catalog, we have harnessed all the advanced features of the web to facilitate buying."

Catalogik™ achieves higher conversions and average order values through a careful combination and optimization of the proven merchandizing techniques of print catalogs with the advanced, event-driven sales capabilities of web e-commerce. In-depth tracking of user interaction with the online catalog provides invaluable feedback on what converts browsers to buyers and allows offers to be tailored to the specific needs of each customer. Mueller describes the value of the improved shopping experience with Catalogik™ stating that, "By removing typical obstacles to sales and leveraging behavior-based response systems, Catalogik™ delivers sales, not just online images of a print catalog."

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The Catalogik™ solution seamlessly integrates into existing business processes making it easy for companies to begin providing online versions of their print catalogs which are profitable from day one. By reusing already-created print catalog materials as well as harnessing and enhancing existing e-commerce capabilities, Catalogik™ enables catalogers to see an immediate positive return on their investment. "What our customers love most about the Catalogik™ solution is that it is fully outsourced. You do your print production and we take care of the rest," Mueller added.

Creating a Catalogik™ version of a print catalog is a matter of a few hours of one-time effort. The solution automatically converts print files to dynamic web images and fully integrates all e-commerce functions through the use of a simple Web Services approach.

Four leading catalog and retail firms are currently live-testing the system. Because of the high degree of automation of the Catalogik™ system, Topik Solutions is offering free trials to catalogers upon request.

Topik Solutions is a pioneer in creating innovative digital publishing systems. Topik Solutions currently works with retail and catalog industry leaders to create shopping environments that greatly increase web conversions and average order values while decreasing lost revenue due to abandoned shopping carts. Clients include some of the world's largest and most advanced publishers and retailers. Since its founding in November, 2000, Topik Solutions has worked with its clients to develop and deliver integrated, effective publishing capabilities. Key to this is the ability of the company's systems to integrate highly advanced new technologies with current production processes. The combination of advanced software in a hosted environment with the ability to easily create customized solutions allows Topik Solutions to meet the needs of any cataloger.