

Ability Commerce Offers PayPal Express Checkout

For Immediate Release

Delray Beach, FL, January 2, 2008 – Ability Commerce helps online retailers increase sales and conversions with the addition of PayPal Express Checkout for Ability SmartSite.

PayPal states that sites can increase sales 14% on the average with the addition of PayPal Express Checkout. To help their clients take full advantage of that, Ability Commerce added functionality to fully integrate PayPal Express Checkout with Ability SmartSite ecommerce software. With PayPal having more than 150 million user accounts worldwide, providing shoppers the option of using PayPal Express Checkout was a logical addition to the ecommerce software suite.

Shoppers use PayPal for several reasons including convenience at checkout, added security and fraud protection. Additionally, with PayPal Express Checkout, shoppers can choose from additional payment options, like using their online bank account, credit card or PayPal Pay Later. Ability Commerce sees this as an enormous benefit to site owners. The fees to merchants are similar to the fees charged with credit cards but conversion rates are expected to increase dramatically.

American Musical Supply, who uses Ability Commerce's Ability SmartSite software, added PayPal Express Checkout in early December. They saw a 14.3% increase in the number of orders completed using PayPal during this holiday season.

“Adding PayPal Express Checkout is an easy way for businesses to increase their online conversions, especially with new customers” stated Matt Dobeck, Business Analyst Team Lead at Ability Commerce. “Shoppers gain the security to feel comfortable purchasing from a website they have not used before, along with the convenient options PayPal provides.”

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About Ability Commerce

Ability Commerce (www.abilitycommerce.com) designs ecommerce software and solutions to meet the specific needs of catalogers and direct marketers. Together with their parent company, Marketing Concepts, they employ more than 120 staff members with offices in Delray Beach, Florida and Spicer, Minnesota.

