

Ability Commerce Releases Ability SmartSite™ 5.0

FOR IMMEDIATE RELEASE

Delray Beach, FL, February 6, 2008 – Ability Commerce has officially released Ability SmartSite 5.0 with enhancements for the international e-commerce market, along with new product display options.

Ability SmartSite 5.0 has added functionality to address the unique needs of UK and European based ecommerce retailers. Ability SmartSite users can charge and choose how to display Value Added Tax (VAT) on their ecommerce websites. To follow UK and European web conventions as well as shopper expectations, UK and European sites need to clearly display VAT charges for shoppers. Site owners often want to display actual pricing without VAT as well, to downplay the difference between actual price and final cost.

Functionality has been added to enhance user experience for international shoppers. Ability SmartSite users can choose to display multiple currencies on their site to meet the needs of international shoppers. Additionally, the default currency can be set to match their main audience's preference. Shoppers not in the main audience are also given the option to display non-default pricing by selecting from those displayed. The administration area has been updated to allow Ability SmartSite users to update exchange rates.

Additional functionality has been added to allow Ability SmartSite users to adjust address fields and labels to follow the accepted address formats for different countries. This ensures that shoppers are given familiar address forms, increasing the likelihood of conversion. For retailers with customers in several countries, there is an option to allow customers to choose their country from a drop down list, which will automatically adjust the form to meet the accepted address format for the country chosen.

Integration of Post Code Anywhere, a third party address validation tool, has also been completed and tested for UK address validation. Ability SmartSite users can choose to give shoppers who enter an incorrect address the option to correct the address during checkout. Benefits include increased conversions, fewer delivery failures and reduced delivery charges for incorrect addresses. Further enhancements allow for the use of major UK and European credit cards and the necessary format for them.

For retailers who need to display products with multiple options and combinations, the ability to easily display items in a grid format has also been added. This allows for added flexibility of product display and online merchandising.

The Ability SmartSite 5.0 enhancements provide site administrators with more options for international sales. Additionally, new display options give online retailers the ability to better merchandise products. Ability Commerce will begin to implement the new version across their customer base immediately.

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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.