

## Ability Commerce Releases Ability SmartSite™ 6.0

FOR IMMEDIATE RELEASE

Delray Beach, FL, March 17, 2009 – Ability Commerce officially released Ability SmartSite 6.0 with improved flexibility for product merchandising.

Ability SmartSite 6.0 has added functionality designed to give website owners the ability to more effectively merchandise their products online, thereby increasing online sales conversion rates. Additionally, site owners have been given greater control over their ecommerce websites, allowing them to customize the site to meet their specific shoppers' needs.

Ability SmartSite users can now choose to display customized messages for discontinued products on their websites. For example, users can provide their shoppers with a “replacement item” or product that is the closest match to the discontinued product. By giving shoppers ideas for replacements, users can create cross-selling opportunities for products they no longer carry, increasing the likelihood that the shoppers will stay and make a purchase, rather than abandoning the site when they see a discontinued item. It also solves the problem of visitors being taken to “page not found” errors from the search engine results. Rather than completely removing an item page, thereby losing search engine traffic from a well-ranked page, users can now keep the page, but direct shoppers to related items that are available.

With the ever-increasing popularity of using solely top navigation to simplify home pages, Ability SmartSite users can further customize their website navigation. Ability SmartSite now allows left, top, right, or any combination of these types of navigation. Home, category, subcategory, list, and detail pages can each use different combinations of navigation controls that are not tied to the navigation controls on other page types. Users can set up navigation based on the preferences of their shoppers, improving the user experience.

Online shopping is advancing, and shoppers demand a simple and fast way to add multiple items to their carts from a single page. Ability SmartSite's grid item display makes complex purchases fast and easy with a simple, visual format and gives website owners more control over the information available to their shoppers. Ability SmartSite users can choose to use pop-up style “tooltip” boxes to display long descriptions and/or images when shoppers mouse over item short descriptions. They can also set the number of characters that may be entered in the grid columns, choosing to show an icon that allows for pop-up style displays of additional information when the character limit is exceeded. There is also an option to display products in grid displays multiple times.

“We know how important it is for ecommerce website owners to have the ability to merchandise their products in many different ways online,” said Terry Jukes, Ability Commerce President. “We are constantly adding functionality to give our customers the edge in today's competitive ecommerce market.”

### About Ability Commerce

Ability Commerce ([www.abilitycommerce.com](http://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.

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