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NEWS RELEASE

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NETREACH ADDS WEB-TO-PRINT PUBLISHING CAPABILITIES TO ITS CONTENT MANAGEMENT SYSTEM, CMSCRIBE.

AMBLER, PA – August 25, 2006 -- Netreach today announced an extension to its web-based content management system (CMS) that allows users to generate a print-based catalog from their website. NetReach's cmScribe already allows users to create and edit content, easily and efficiently through a browser, to their website. Now clients have the additional ability to repurpose web content and create a high-resolution print version of their web-based catalog. Users benefit from a single point of data entry, high quality cross-media publishing and e-commerce capability while saving time and resources.

The web-to-print extension to cmScribe's e-commerce module uses an automated database-driven publishing model. It relies upon the built in support for XML, tagged text files and print page templates found in Adobe® InDesign® CS2, layout and page design software. The system

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allows users to select all, or portions of their web-based content for publishing with print formatting attributes automatically inserted on export. When this file, (called a tagged text file) is imported into a print layout and design page template the “tags” are recognized and the formatting is applied. The end result is a faster, less error prone publishing process for marketers to deliver attractive, compelling catalog materials to customers, while reducing workload and keeping costs low. Using cmScribe’s anytime, anywhere browser-based toolset combined with its flexible publishing workflow, the web-to-print extension supports common collaboration and approval processes.

cmScribe’s incredibly flexible permission and approval system, supports publishing workflow by allowing clients to create and assign any number of users to any number of groups and then grant or deny these groups authoring access to any pages on their site. They can even control access to different products on a page, allowing, for example, someone in one division to update their products but not the products in another division, even if they’re on the same page. The system enables clients to set endless levels of permissions so they have complete control over who is editing content within different areas of their catalog and site.

“The cmScribe web-to-print extension works well for a manufacturer who is already on the web, has numerous products, and also needs to publish a print-based catalog. On average, for under a 35k investment, a lot of value is delivered by providing a single point of data entry for both their online and print catalogs. Clients know that the information is up-to-date, their design process is faster and easier, and they can translate that into time and cost savings.” said Will Bast, Chief Operating Officer at NetReach.

Future enhancements to the web-to-print extension include the optional ability for site visitors to self-publish sections of content to an Adobe PDF formatted document. This will allow customers

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to instantly receive up-to-the minute information on products, product specifications, costs etc customized to their interests, as well as saving on shipping and handling of print-based catalogs.

For a demonstration of cmScribe

Fully functional trial versions of the cmScribe Content Management System can be evaluated online for 30 days for free. To request a demonstration and receive log-in information please sign-up at <http://www.netreach.com/demo>

About NetReach

NetReach was founded in 1994 with a vision to help businesses fully capitalize on the opportunities created by the Internet. NetReach has been at the forefront of web-based technology and design for the past 12 years, creating innovative sites, applications, games and tools that help clients achieve their business goals. Today the company continues its commitment to increasing an organization's return on its' internet investment through cmScribe, it's premiere suite of web content management, authoring and collaboration tools (CMS) and through related strategic consulting and design services. NetReach provides value through its products and services to a broad range of organizations including healthcare/pharmaceutical, associations, non-profit, high tech, higher education, legal, and industrial. For more information, visit <http://www.netreach.com>

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