



INTERNETIZE™ YOUR BUSINESS.



WEBZTER CORPORATION™

The Global Interactive Agency

INTERNETIZE™ . . . AND DRIVE YOUR BUSINESS TO SUCCESS

If your company isn't Internet-centric within the next 5 years, you're in trouble. To many businesses it may seem too unbelievable, too imperceptible to worry about. Nevertheless, right now the competition is positioning itself online to take your market share.

What do "Internetizing" and "Internet-centric" mean? They're much more than just dedicated Internet connections—far more. They involve a web-based paradigm shift that will affect all aspects of your business, from supply chains and distribution channels to human resources. To be "Internet-centric" means to experience exponential growth and market capitalization.

Your success will ride on how well you can leverage the ubiquitous nature of the World Wide Web.

Webzter Corporation™ specializes in Internetizing. We are a global interactive agency and a master developer of electronic real estate. We're both a high end website developer and an online marketing agency—and much more. While our competitors merely develop e-commerce sites, we go much further.

BUSINESS MODELING FOR THE FUTURE

Webzter views your development needs as a subset of a much broader picture.

For example, before we build an online e-commerce system for you, we examine your current business model and sometimes reinvent it. We craft a marketing plan to drive traffic to your site. We weigh the impact of ad banner campaigns, opt-in email, online publicity and other Internet marketing tools against traditional marketing tools like print ads.



Before one stitch of code is produced, we address critical issues like the effect it will have on current distribution channels. We help you consider how expanding your online market can be accomplished *without* alienating longtime distributors. Next, we show you how even greater success may be possible through the growing power of Intranets, Extranets, and Web Portal formatting.



BECOMING INTERNET-CENTRIC

Adjustments to your marketing strategies are just one aspect of how Internetizing can change your company. The process also changes the way you communicate with employees, vendors and customers, and how you take and fulfill orders.

Becoming "Internet-centric" takes a major commitment and change in corporate philosophy. You can take advantage of the fact that many businesses are fearful of the Internet. These companies will eventually fail. Businesses that embrace this new market will inevitably succeed.

INTERNET-CENTRIC VALUE EQUALS MARKET CAPITALIZATION

Our creative business analysts at Webzter will quickly assess your current business model and provide Internet-centric solutions that will engineer and position your business to compete successfully online.

Webzter works closely with Investment PR firms to assist in the process of building value and trading volume for publicly traded companies. A key Webzter initiative is to build our clients' market capitalization. We accomplish this by "dot com-ing" our clients or "Internetizing" them.

Ultimately, the process of Internetizing reorganizes the corporate mindset to recognize that the Internet is central to your entire marketing process online and off. When you're truly Internetized, you are using the full potential of the Net.



WHAT ARE THE STEPS TO BECOMING INTERNET-CENTRIC?

1. Analyze your Internet presence.

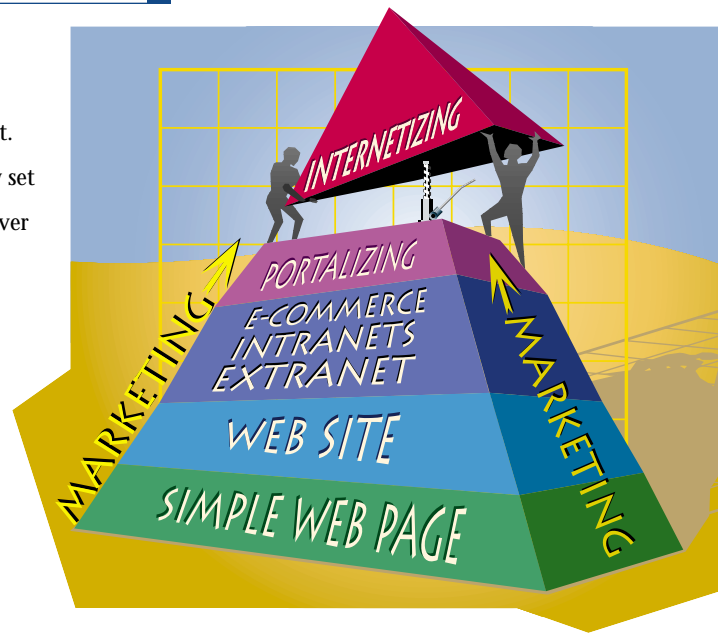
Re-examine your goals and develop the “Internet-centric” mindset. Because most companies underestimate the power of the Net they set mediocre goals. Internet-centric companies recognize that, with over 85% of U.S. small businesses on line, incredible returns await those who set aggressive goals and invest in strong Internet development and marketing programs. The time for questioning viability has long since past. The race for electronic real estate is on. Now it is simply a question of seeing the market potential and making the commitment.

2. Update your view of marketing.

Since the Internet is now so pervasive, both with businesses and consumers, traditional concepts of marketing must be revisited. The Net is a low cost, highly targetable medium that can support—and often replace—more expensive media. At Webzter, we show our clients how they can improve marketing results by adding the Internet to the media mix. Internet-centric companies save thousands of marketing dollars, generate more leads, and enjoy stronger sales because they use the Net’s ability to deliver a strong customer response cost-effectively.

3. Empower your Web Site.

Web sites fail most often because they don’t go far enough. Internet-centric companies, on the other hand, use the very latest online commerce technology, Intranet/Extranet features, and database marketing capabilities to achieve positive results. Adding these advanced functions to your site can reduce overhead, improve communication, and boost revenues.



INTERNETIZE:

Grow beyond simple Web pages and info sites. Create your industry’s Amazon-like “category killer” by developing online communities, e-commerce and Web Portals, and achieving online marketing dominance within your field or industry.

WEBZTER CAN TAKE YOU THERE

If your goal is a dramatic improvement in Internet results, Webzter has the experience and expertise to help get you there.

WHY WEBZTER?

1. Nothing beats experience.

The Internet is relatively new, and companies with Webzter's in-depth Internet knowledge are hard to find. Our staff has been intimately involved with the Net for many years. We've seen what works and what doesn't. We know the value of staying on top of evolving technology, including the very high end technologies that most developers shy away from, and we have a good view as to where the Net is going. That unparalleled experience works in your favor.

2. We're both flexible...and creative.

At Webzter, we recognize that every client has unique needs. We don't try to force cookie-cutter solutions upon you. We are team players. We take time to listen. And when we've done that, we come up with ideas that are both appropriate to your situation and creative in their makeup.

3. We're organized and responsive.

Projects as complex as website development and Internet marketing require strong communications between us and our clients. Our Online Project Management System ensures a smooth path to project success, and is unmatched by our competitors. We deliver on-time and on-budget. That's why so many of our clients return to us again and again.



NEED MORE? WE'VE GOT IT

When you select Webzter, you're not just getting a single-source partner. Webzter's strategic partners and affiliations are the best in the world. Whether it's hosting, connectivity, content or third-party technologies, Webzter offers the best of breed solutions available today.

By applying advanced methodologies, we can often re-engineer businesses in 60 to 90 days. Our competitors spin their wheels in a 12-month discovery phase. What's our secret? Strategically phased development and our "never re-invent the wheel" approach. With Webzter it's all about ingenious "time is of the essence" business and development engineering.



WEBZTER'S EXCLUSIVE PROJECT TRACKING SYSTEM

Our unique, password-protected Intranet Project Tracking System lets you watch your site as it is being produced. You can log in, click on your account, and see the e-mails between writers and artists, programmers and vendors. You can even add comments of your own.

This project system brings client/developer interaction and communications to a new level. It eliminates problems and encourages a smoother production experience. And very few other developers have it.

This is another reason your project will be so successful at Webzter.



WORLD CLASS SERVICES . . . WORLD CLASS RESULTS

Professional Site Designs

Your Web site must be convincing and credible to viewers if it is to be taken seriously. At Webzter, we design with an eye not just to color and graphics, but to the objectives of the site. This means achieving a high end “look and feel” design appropriate not just for your company, but for a strong Internet presence. We design for maximum graphic impact, easy navigation, and optimum ranking in the major search engines.

Powerful Database Systems

Ready to put your Web site to work for you? Whether it's a shopping system, membership system, Intranet, Extranet, or self-publishing system, Webzter can deliver the very best in database technologies available today. We build industrial strength web-based database systems that can make your company the online leader. As a Microsoft technology house, Webzter offers the best in MS Site Server expertise, MS SQL Server, MS Active Server Page, ActiveX, DHTML, MS Visual Basic, and MS Visual C++ development. This broad range of technical skills means that if you can imagine it, we can build it.

Turn-Key E-Commerce Solutions

Webzter can show you how to set up an efficient, highly effective e-commerce site.

Our bag of skills includes:

- a thorough understanding of affiliate-based e-commerce.
- direct response copy writing, sales-directed graphic design.
- real-time credit card processing, product configurators, comparison shopping technologies.
- real-time shipping and order tracking interfaces, commerce interfaced auto e-mail responders.
- back-end software that ties seamlessly into your legacy accounting software or Enterprise Resource Planning (ERP) systems.



Intranets/Extranets

The benefits of offering suppliers and distributors online interactivity are substantial. From transactional cost savings to real-time information systems, companies must provide such systems if they are to remain competitive within their industry. The task of creating a complex Intranet or Extranet is daunting to some companies—and enormously time-consuming. At Webzter, we develop both Intranets and Extranets of all degrees of complexity. We build dynamic Intranet and Extranet databases, password-protected access levels, document storage and retrieval systems, self-publishing information pages and much more.

Portalization

The Web Portal is a major component to becoming “Internet-centric.” Web Portals, when implemented properly, provide a community-based, value-added reason for visitors to come back. They focus on the consumers’ needs instead of the “all about us” message so prominent on the Web today. Turn your site into a high traffic portal with all the features viewers enjoy the most: yellow pages, white pages, stock quotes, daily news feeds, weather, traffic, sports, banner exchanges, and much more. The Web Portal can be the best approach to becoming the “Amazon” or “Yahoo” of your industry.

Content Co-branding

Webzter’s proprietary expertise in content co-branding and strategic relationships with the top content providers in the industry give you the advantage. Want to be the “category killer” of your industry? Webzter can deliver this, not in months, but in days or weeks. Webzter has developed proprietary methodologies that will quickly position your company as an online leader in your industry.

Best Of Breed Components

Leveraging Webzter’s strategic partnerships can give you “best of breed” solutions and help you avoid the “reinventing the wheel” approach found so many times in website developers. Our strategic partners include Application Solution Providers,

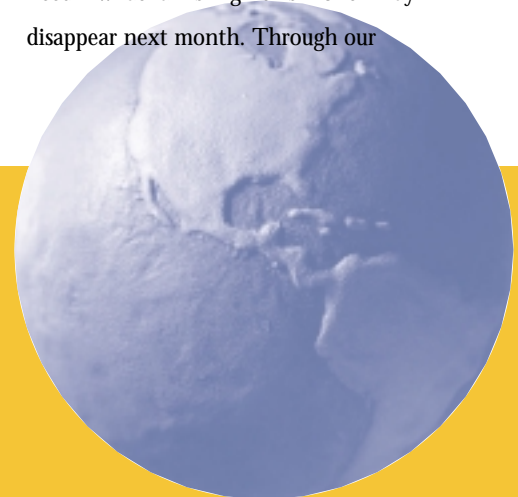
large media buyers and sellers, and national hosting and connectivity companies. The bottom line is a timely, cost-effective solution that turns ordinary sites into outstanding sources of new revenues and effective branding.

Attention-Getting Multimedia

Nothing adds interest to a site like audio, animation and video. At Webzter, our services include the very latest in multimedia enhancements, including GIF and Shockwave animations, PowerPoint presentations, Real Audio sound bites, and even streaming video. Done properly (e.g., avoiding long load times), these improvements can turn dull, static sites into fast moving, attention-grabbing online attractions.

Search Optimization

A strong Site Optimization Program can increase your monthly hits by as much as 40% or more. At Webzter, we know the ins and outs of submitting your site for the highest possible rankings in the major search engines. Site optimization is an ongoing need—what ranks high this month may disappear next month. Through our



multi-month Site Optimization Program, our goals on your behalf are high rankings initially, followed by constantly improving, constantly growing traffic counts month after month.

Online Marketing

If you build your Web site properly, site development will be the smallest part of your investment. What's the largest part? Marketing!

Our uniquely skilled Internet marketing professionals can help you create integrated marketing plans, target the best sites on which to advertise, design and test winning ad banners, buy dollar-efficient but high-return media schedules, and generate vital online publicity that will generate hundreds of thousands of hits every month. You will have everything you need to survive online after the site's finished: marketing plans, banner advertising, opt-in e-mail, investment PR, online publicity and much more.

Media Buying

A strong Online Media Buying program involves a lot more than merely placing an ad. At Webzter, our services include highly professional skills in computerized media planning, ad banner testing, and media placement with the most effective online source at the lowest CPM (cost per thousand). Even better, we also set up strong lead follow-up programs that tell you which leads came from where and what they cost.

E-Business Think Tank

Just as a CEO of a large firm may listen to a Big 5 firm explain and guide him or her through better ways to manage the company, Webzter consults with corporate CEOs involving the Internet. Once a public company is "Internetized" by Webzter, it's not uncommon to see a significant increase in its volume trading and price per share. The investing public perceives the value in a firm "Internetizing" itself.





Webzter's World Headquarters in Irvine, California

CHECK US OUT

We invite you to visit our online site at www.webzter.com. There you'll see a full description of our services, our clients, our samples and more.

CALL NOW . . . AND BE INTERNETIZED!

Let us show you how to take your Internet program from obscurity . . . to an unprecedented level of excellence. For a free, no-obligation appraisal, call, write or e-mail us today. The next step is up to you.

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