



News

MEDIA CONTACT:

James Tenser

info@vsenstrategies.com

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Nexgenix Launches Internet Retail Practice, Acquires *VStoreNews*

Strategic Moves Expand and Strengthen Nexgenix's Position as a Leader in Developing E-Business Solutions for Online Retailers.

IRVINE, CA - Nexgenix, Inc., a leading e-Business consultancy that focuses on building e-Relationship solutions, today announced the launch of its Internet Retail Practice, which will extend the company's broad experience in developing end-to-end e-Business solutions. Nexgenix also announced today the acquisition of *VStoreNews*[®], a periodical covering the immense online retailing industry. The extremely rapid growth of its e-Business in the past 18 months has prompted Nexgenix to make these strategic moves.

The Internet Retail Practice will focus on developing e-Business solutions specifically for retail companies. Based on its innovative 360° e-Relationship solutions, Nexgenix offers e-Business strategy, Web site development, interactive marketing and branding, transactive capability and enterprise integration. Because e-Business is a fledgling industry, traditions are few on which to model retailing e-Businesses. Nexgenix brings cross-disciplinary expertise from various business sectors that bridge clients needs and enables them to meet e-Business challenges and successfully take their business to the Internet.

The objective of the Internet Retail Practice is to help clients develop e-Relationships with their customers that are anticipated, personal and relevant, leading to increased customer loyalty and faster revenue growth from online sales.

"It is a very exciting and interesting time for the retail market because there are no specific roadmaps to follow in e-Business," said Nexgenix Chairman and co-CEO Rick Dutta. "Nexgenix provides solutions for retail companies that must operate in uncharted waters. We are helping companies like RoomstoGo.com and others expand their businesses to the Web. We have assembled the industry's leading strategic thinkers in retail business to provide our clients with the best e-Relationship solutions for their specific needs."

VStoreNews and its companion Web site, *VStoreNews.com* (www.vstorenews.com), will be relaunched today with new graphics, enhanced design and functionality. Founded in July 1998 by editor and publisher, James Tenser, the publication/Web site's goal is to provide retail business leaders with analysis and strategic insight into virtual (online) retailing. Tenser will remain editor and publisher of *VStoreNews*[®] and *VStoreNews.com* while becoming a principal retail strategist in Nexgenix' new Retail Strategy Practice.

"I'm very excited to be part of Nexgenix," said Tenser. "I am impressed with the results and capabilities that Nexgenix has shown in leading its business, especially in its execution. The marriage of its implementation abilities and the strategic capacity that we all bring to this

business will be extraordinarily powerful and effective for our clients who aim to be successful on the Internet."

"We're pleased that James Tenser is joining the Internet Retail Practice, while remaining with *VStoreNews*[®] and *VStoreNews.com*," said Nexgenix co-Chairman and co-CEO Don Ganguly. "His more than 20 years as a retail analyst and journalist will be a valuable addition to our already exceptional team. As a key strategist, his knowledge, experience and expertise will help launch our new retail practice and extend our leadership in the e-Business market."

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About Nexgenix

Nexgenix, Inc. is a leading supplier of end-to-end e-Business services for both established Fortune 1000 companies and emerging e-Businesses. Nexgenix fuses together strategy, marketing, branding and technology to help clients build profitable and more permanent e-Relationships with their customers. By utilizing its 360° e-Relationship methodology, Nexgenix uses innovative relationship marketing and technology to help clients build meaningful bonds with their constituents so they don't have to focus all of their energy and resources on driving short term site traffic. With a successful implementation, e-Businesses will be able to close the gap between online lookers and actual buyers by helping steer customers to products and services that appeal specifically to their interests, and then providing the necessary services to ensure those customers make repeat purchases, whether they are dealing business-to-business or business-to-consumer. Founded in 1990, the company today boasts more than 450 associates in 22 offices worldwide.

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