



## NEWS RELEASE

### **FULFILLNET, INC. MAKES ENHANCEMENTS TO PROPRIETARY SOFTWARE – SHOPDEV®**

GREEN BAY, WIS. (August 7, 2008) – FulfillNet, Inc. has increased the user-friendliness of their proprietary software, ShopDev®, by adding features such as client report viewer and additional administrative enhancements.

ShopDev® is a web-based, modular, marketing support solution customized to individual businesses to help them manage multiple brands at one time for multiple locations. FulfillNet Inc., in partnership with Skyline Technologies, created the software for FulfillNet clients. It allows them to tailor the application to match their sales and marketing needs giving their team as much or as little information as they choose and allowing them to get updates and changes in real time.

The new enhancements include client report viewer enabling the ShopDev® client user to access, run, view and export reports via the ShopDev® web interface. Prior reports were only able to be run by FulfillNet and emailed to the client. Now, the client user will be able to run reports themselves regarding their users, accounts and locations, products, orders, budgets, images and inventory. They will be able to choose from Excel, CSV and PDF for their file format. Upcoming enhancements for the client report viewer will include subscription based reports to be distributed to clients via email at regular intervals of their choice and the ability for the clients to customize and configure the fields and criteria in their reports.

Two additional administrative enhancements were also completed in ShopDev<sup>®</sup> enabling more efficient order placement and processing. The first is carrier by Brand Business Segment (BBS) enabling the assignment of a shipping carrier within each clients' ShopDev<sup>®</sup> site. This will allow ShopDev<sup>®</sup> to accommodate multiple shipment carrier accounts for a clients' different brand segments through an automated process.

The second is multiple job number enabling orders to be tracked to one of multiple job numbers according to the BBS. This will be an automated process resulting in accurate billing and invoicing for orders processed.

“We are continually looking at ways to improve ShopDev<sup>®</sup> and give our clients additional and better tools to make their jobs easier,” said Kate Burgess, President of FulfillNet, Inc. “We’ve taken feedback from our clients on what they want and need and applied that feedback to our enhancements.”

Future ShopDev<sup>®</sup> enhancements currently in discovery include fixture resource management and online proofing/print-on-demand functionality.

### **About FulfillNet, Inc.**

FulfillNet, Inc. is a full-service fulfillment solution company created in 1997 to help clients deliver their brand message through three core competencies: fulfillment, direct mail and contact management. For more information about FulfillNet, Inc. visit [www.fulfillnetinc.com](http://www.fulfillnetinc.com).

###