

Ignify Announces New Version of its eCommerce Platform

Enhanced Solution Incorporates Powerful Security Measures and Other Advanced Features for Automated eCommerce

Los Angeles, CA – November 15, 2005 – Ignify, a leading provider of e-commerce solutions for the mid-market business segment, today announced a new version of its eCommerce platform. Developed in response to the growing need for online shopping security, Ignify eCommerce now includes new advanced anti-fraud features, support for credit card encryption and supports the Verified by Visa[™] standard, guaranteeing only authorized credit card transactions and enforcing a second level of password protection for online purchases. In addition to strengthened security, Ignify eCommerce streamlines the shipping process by consolidating with all major U.S. carrier systems including: FedEx, UPS, DHL and United States Parcel Service.

Ignify eCommerce is an end-to-end online storefront and business commerce platform targeting small to medium North American businesses. The customizable platform provides fully automated e-commerce capabilities with seamless integration into existing back office operations such as accounting, shipping, inventory and ERP systems. The solution supports the entire range of accounting systems offered by both Microsoft Business Solutions including Microsoft Great Plains, Microsoft Axapta, Microsoft Solomon, and Microsoft Navision and Sage Software including the Sage ACCPAC, Sage Pro, Sage MAS 90, 200 and 500 software applications.

Using both the core module and advanced attributes of the platform, businesses can leverage any combination of e-commerce features crucial for online retailing including: product catalogues, cross-bundled promotions, real-time traffic/sales reports, inventory reports, payment methods, targeted marketing campaigns and policy management among others.

“Our newest release of the Ignify eCommerce platform exemplifies the increased importance our customers are placing on the prevention of online fraud,” said Sandeep Walia, president of Ignify. “Through its support of the Verified by Visa[™] program and easy integration with leading accounting systems, businesses can aggressively address security concerns while capitalizing on the revenue growth that eCommerce offers.”

This is the fourteenth version of Ignify eCommerce since the product debuted in 2000.

About Ignify

Ignify, established in 1999, is a privately-held company focused on the mid-market eCommerce and mid-market accounting segment. Targeting the mid-level market, Ignify offers a comprehensive set of Business to Business (B2B) and Business to Consumer (B2C) eCommerce solutions for increasing online sales while lowering overall operation costs. The company also provides consulting services for eCommerce and software development initiatives and is a Microsoft Gold Certified partner and Sage Certified Partner. Ignify has offices in Los Angeles, Silicon Valley, Toronto and India.

For more information, visit www.ignify.com or call 888-446-4395.