



NETCHEMISTRY

Mission - NetChemistry uses its comprehensive knowledge and specialized expertise to streamline the creation of complex solutions accelerating the fusion of technology and forward thinking in the financial services sector.

Gas

Liquid

Solid



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LEVEL

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NetChemistry Expounds On Revolutionary Internet Remarketing Technology For AutoTradeCenter.com

SCOTTSDALE, AZ – November 7, 2000 – AutoTradeCenter.com Inc. (OTCBB: AUTC – news) expounds on ATCAAdvantage, the revolutionary Internet technology system designed and built by NetChemistry specifically for the diverse vehicle remarketing industry. Whether it's off-lease, rental, commercial fleets or company vehicles, the ATCAAdvantage built-in flexibility and comprehensive features easily accommodate the varied requirements of the vehicle remarketer.

Unsurpassed Flexibility – Invaluable Data Analysis

The ATCAAdvantage multi-layered design allows the seller to apply various sets of criteria to an entire vehicle portfolio, or specific vehicles within that portfolio, seamlessly. All vehicle data is housed within the system. This central information source provides real-time data reporting for quick response to current market conditions, as well as, in-depth trend analysis for forecasting future strategies.

"Sellers want flexibility," states Colette Marcilliat, AutoTradeCenter.com Vice President Marketing and President Remarketing Services. "Our technology must be able to accommodate any and all proven techniques, at the seller's discretion, to most effectively market their vehicles. In vehicle remarketing, time is money. ATC has "built-in" features to employ the seller's unique business processes 'on the fly'. without costly reprogramming. In summary, the ATCAAdvantage delivers the utmost flexibility, with the most comprehensive set of 'business-driven' choices, while maintaining a branded, easy to use format. That's intelligent remarketing."

Technology Innovation for High Performance

The ATCAAdvantage incorporates a high-speed, pure fiber network designed to perform well, even during the Internet's busiest periods. This performance capacity, coupled with AT&T's exponentially scalable server farm, makes ATCAAdvantage fail safe with the look and feel as if it were running on a remote buyer's individual computer.

"ATCAAdvantage is built utilizing NetChemistry's highly scalable, redundant hardware and software architecture," comments Mark R. Jensen, AutoTradeCenter.com Chief Technology Officer, Vice President of Internet Operations. "The NetChemistry architecture is based on the industry's leading combination of the Sun Solaris, Veritas Clustering and the Oracle database engine technology. Multiple Sun Enterprise servers are deployed at each application level to achieve "load-balanced redundancy". Thus, the system operates at the highest level of efficiency no matter how many vehicles are uploaded in conjunction with a multitude of users accessing the system."

A Continuing Leadership Role

"The development and release of the second generation ATCAAdvantage," states Roger L. Butterwick, AutoTradeCenter.com President, "is the product of ATC's collective remarketing and NetChemistry's technology expertise. We are building on a solid, proven performance foundation and are demonstrating our commitment to provide the best Internet vehicle remarketing solution. The ATCAAdvantage is designed with the future in mind. Built for fast, efficient, high volume use, it effortlessly serves multiple sellers, millions of vehicle inventory and thousands of dealer-users simultaneously."

AutoTradeCenter.com (ATC) is the leading Internet-based "business-to-business" automotive re-marketing company. On its web site, <http://www.autotradercenter.com/>, the Company markets its services to automobile manufacturers, captive finance companies, lease and rental companies, and financial institutions across the U.S. who can use the site's many features for more efficient buying, selling and trading. ATC powers the American Honda Finance Corporation's Vehicle Inter-Dealer Purchase System "VIPS" and American Suzuki Motor Corporation's PROLine, utilizing Internet technology and remarketing services.

For more information on AutoTradeCenter.com Inc., please visit <http://www.autotradercenter.com/> or contact Public Relations at lseegan@autotradercenter.com .

Statements regarding financial matters in this press release other than historical facts are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995.

The company intends that such statements about the company's future expectations, including future revenues and earnings, and all other forward-looking statements be subject to the safe harbors created thereby. Since these statements (future operational results and sales) involve risks and uncertainties and are subject to change at any time, the company's actual results may differ materially from expected results.

About NetChemistry

NetChemistry was founded by a breakout team from the core technical and marketing group of E*OFFERING, the Investment Bank of E*TRADE. The current board consists of principal founders from both US Web (Joe Firmage, Bruce Gilpin, Frank Cutler) and E*OFFERING (Walter Cruttenden, Alfred Lutter). NetChemistry is a high-end Internet Platform Integrator and Application Service Provider with a focus on Web implementations and e-Solutions for the Financial Services Industry. The company provides online offering platforms for investment banking, auto-finance and healthcare. www.netchemistry.com

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