



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



- 1
- 2
- 3
- 4
- 5
- 6
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- 8
- 9
- 10

LEVEL

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### For Immediate Release

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### NETCHEMISTRY LAUNCHES WIRELESS-ENABLED PRIVATE PLACEMENT PLATFORM

NEWPORT BEACH, Calif., July 10, 2000 — Today, NetChemistry, the benchmark in Internet solutions for the financial services sector, announced the first-ever, wireless-enabled Private Offering Module (POM) that can easily integrate with existing broker dealers' Internet platforms. Hosted at AT&T (NYSE: T) along with all NetChemistry securities procurement products, the new platform will dramatically improve the way broker dealers, accredited investors and issuing companies work together to complete private offerings.

While many investors perceive private offerings as purely institutional, they are not. Until now, the high cost and sheer volume of time associated with contacting accredited investors for private offerings was too great and investment banks would turn to known institutional investors. The new NetChemistry POM will broaden the distribution pipeline by facilitating investor access to information 24 hours a day, 7 days a week. It will allow issuing companies and broker-dealers to reach an entirely new group of accredited investors — those with at least \$1 million in assets or \$200,000 in annual income. These investors, both new and veteran, will be able to access lists of upcoming offerings, read and download PPMs (Private Placement Memorandums), view road shows, ask questions of the offering company's management team and complete transactions — away from the office, online or using a wireless device. In addition, the POM will provide issuing companies with a single point of contact for all deal information and allow them to access the book-building process to gauge interest in real-time.

“Designed to bring the individual investor to the forefront of private offerings, this module represents a whole new sector of securities procurement applications,” stated Walter Cruttenden, chairman of the board, NetChemistry.

Traditionally, the success of companies in the financial services sector has hinged on the idea that one's broker knew their name and phone number by heart. Today, financial services is emerging as a fast-growing Internet vertical market and it is not enough to provide financial counseling over the phone. As stated by NetChemistry CEO, Alfred Lutter: “Customers want to access information — instantly — over the Internet, the phone or their wireless device. Moving forward, as traditional companies in the financial services sector are forced to compete in the Net economy, wireless functionality will play an ever-increasing role in customer acquisition and retention.”

#### About NetChemistry Inc.

NetChemistry is the benchmark in Internet financial services application development. While other Web development companies add financial services to their practice areas, NetChemistry made financial services its vertical expertise. In the highly-regulated, mission-critical, legacy-intensive financial sector, NetChemistry combines all the elements for a successful ebusiness, including Internet strategy, custom application development, rock-solid infrastructure, legacy system integration and world-class design. NetChemistry is the first true specialist in creating solutions to the near-impossible online challenges of companies like E\*OFFERING, Honda Finance and Angelstreet.com.

NetChemistry allows its customers to compete effectively in the new economy without the need for big investments in staffing, technology or time.