



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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### For Immediate Release

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### NETCHEMISTRY ANNOUNCES BOARD OF DIRECTORS

#### Founders of US Web and E\*OFFERING Join Board

NEWPORT BEACH, Calif., June 13, 2000 — NetChemistry, the benchmark in Internet platforms for the financial services sector, has assembled a board of directors which includes respected members of the investment banking community and experienced leaders in the hyper-growth Internet financial services market. Chairman, Walter Cruttenden III, leads the board with Joe Firmage, Alfred Lutter, Anthony Leone and Frank Cutler, serving as directors.

With the launch of E\*OFFERING, a leader in the rapidly growing Internet investment banking industry, Cruttenden became one of the first to bridge the gap between the Internet and the capital markets. As a result of the successful combination of these elements, E\*OFFERING grew to become the leading online investment bank. Previously he created the largest securities firm in the nation financing micro-cap companies (under \$100 million), Cruttenden Roth, Inc. As an expert in the securities industry, he lectures frequently on the future of the capital markets.

As a founder of Internet giant US Web/CKS (March1), Joe Firmage is a veteran in the Web development space who will be critical to NetChemistry and their plans for strategic partnerships and affinity programs. His first business venture, Serius, one of the first players in object-oriented programming, was acquired by Novell. "NetChemistry has the opportunity to establish itself as an expert partner in what I see to be a huge vertical market," stated Firmage. "The experience of this board is deeply rooted in NetChemistry's current market niche and will provide the team with a solid knowledge base, helping the company grow."

NetChemistry CEO, Alfred Lutter, brings to the board his expertise in Web site application development and systems architecture. Most recently, Lutter served as CIO of E\*OFFERING. As founder of Lutter Consulting, he developed mission-critical information systems for Fortune 100 companies such as AT&T, Southern California Edison and Unocal. "This board will have great influence on the future of NetChemistry," said Alfred Lutter. "The experience Walter Cruttenden and Joe Firmage bring to the board will be invaluable as we move forward."

Anthony Leone brings over 14 years of business development experience to the board and his current role at NetChemistry, senior vice president of corporate development. Leone's broad experience includes Lucent Technologies' start-up venture, Amper Technologies, where he served as vice president and a start-up venture of his own, Real 3D, which was later acquired by Intel. Previously, Leone served as executive director of business development for the Rockwell Communications (now Conexant) and Electronic Commerce divisions.

Director Frank Cutler, a private investor since 1992, is a general partner of the Cutler Group, LLC, a private investment partnership. He is a managing partner of the Storie-Cutler Capital Partners and has served on the boards of companies which include: Serius Corporation (acquired by Novell, Inc.), SRS Labs, Inc., and US Web Corporation. Currently, Cutler is the lead investor in US Web Learning, a private Internet services firm.

## 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 e-business, 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.

