



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
- 7
- 8
- 9
- 10

LEVEL

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For Immediate Release

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ATCADVANTAGE AND NETCHEMISTRY REVOLUTIONIZE INTERNET REMARKETING TECHNOLOGY

SCOTTSDALE, AZ – November 6, 2000 – AutoTradeCenter.com Inc. (OTCBB: AUTC – news) announced today the second generation of ATCAAdvantage, an advanced Internet technology system based on the company’s innovative B2B e-commerce model for vehicle remarketing built by NetChemistry. This development is the direct result of the AutoTradeCenter.com and NetChemistry’s proven first generation systems and, industry demand for even more robust, scalable, business rules-based technology.

The new ATCAAdvantage templatable technology builds upon the original version specifically designed to address the concerns shared by all vehicle remarketers: how to sell the vehicle to the target dealer audience, at the highest possible price, and at the earliest point in the selling cycle, with the least expense incurred. The enhanced systems’ multi-layered design allows a seller to apply various sets of criteria to an entire vehicle portfolio, or specific vehicles within that portfolio, seamlessly.

“The ATCAAdvantage is designed with the future in mind,” states Roger L. Butterwick, AutoTradeCenter.com President, “We estimate 10 million vehicles coming into our target market annually. This system can effortlessly handle millions of listed vehicles and tens of thousands of dealers buying cars simultaneously.”

About AutoTradeCenter.com

AutoTradeCenter.com (ATC) is the leading Internet-based "business-to-business" automotive re-marketing company. On its web site, <http://www.autotradecenter.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.

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). 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. For more information on NetChemistry or its services, contact NetChemistry at 4600 Campus Drive, Suite 201, Newport beach, Calif., 92660; phone: (949) 399-5380; or visit the Web site at www.netchemistry.com.