



OmegaNet, Inc.

The Internet Professionals for the Gift Industry

Developers of GiftsWholesale.Com

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**OmegaNet, Inc.
CAMEO EZ Software press release**

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FOR IMMEDIATE RELEASE

Atlanta, GA – OmegaNet, Inc., the gift and home décor industries' leader in the development of password-protected, wholesale order-writing web sites for manufacturers and their sales agencies, has announced the January 1, 2004, launch of its exclusive new software program – CAMEO EZ Web System. Designed specifically to add web sites for retailers, this comprehensive web site management software offers storeowners an easy, inexpensive tool for developing their own information and e-commerce web sites.

The original CAMEO (Complete Automated Merchant Electronic Ordering) Web System, introduced in 1998, was designed for manufacturers and sales agencies. Since June 2002, the Web System has undergone an 18-month, complete, ground-up rewrite which greatly increases its features for current clients and, now adds retail stores. "The CAMEO EZ Web System is easy to build, easy to maintain and easy on the checkbook," says Gary Ivey, Vice President and Chief Technology Officer of OmegaNet, Inc. and one of the developers of the Internet wholesale directory, GiftsWholesale.com. "We refer to CAMEO EZ as the system 'Where Everyone Is A Winner' because it's a Win-Win-Win for manufacturers, sales agencies and retailers."

When a web site is created using the CAMEO EZ Web System, clients receive:

- Easy web site set-up. Using the CAMEO EZ Web System, a retailer can build an information web site in under an hour. Clients can select a domain name, set up an account, establish e-mail addresses and select a design in a few easy steps.
- Easy access to OmegaNet's Image and Data Library. With CAMEO EZ, OmegaNet has partnered with manufacturers to establish a library of product images and pricing information. "As a result, distribution of these materials has been greatly simplified, and the quality of the product images will be consistent and controlled," says Toni Ivey, President. Currently, OmegaNet has library material from several hundred manufacturers. By Summer 2004, that number is expected to increase to 2,000-3,000.
- Increased reporting functions. Retailer clients can access and print vital information with the Web System's new reporting features. Reports include: orders – sorted by date, customer or best sellers; customers – sorted by store type, state, zip code and more; and site traffic.

- *An improved page builder.* CAMEO EZ has several new page building features, including flexible page layout options, resizing, picture previewing and WYSIWYG (“What-you-see-is-what-you-get”) editing.

OmegaNet will introduce the CAMEO EZ Web System at the Atlanta Gift Mart in January 2004. The firm will have a booth in Fox Premier Sales’ showroom, #1415, Building 2. Showroom products that are available in OmegaNet’s Image and Data Library will be marked with CAMEO EZ’s signature blue ribbon. “This blue ribbon system provides a value-added service for retail buyers, and will help sales agencies and manufacturers build loyalty to their product lines,” Toni Ivey says.

The price of a CAMEO EZ web site is based on the feature package that best meets a retailer’s needs, the site’s design, the construction of the catalog and who does the site and catalog work. Easy-to-update information web sites are priced as low as \$399*. Retail store ordering web sites start at \$999*. (* There is an additional \$20 base monthly hosting fee.)

For additional information about the CAMEO EZ Web System, contact OmegaNet, Inc. at 757 South Hileah Ct., Lithonia, GA 30058, phone 800-726-1423 or send an e-mail to info@omeganetinc.net.

About OmegaNet, Inc.: Since 1998, Omega Net has built more than 100 web sites for the gift and home decor industries. The firm is recognized for creating win-win Internet environments for manufacturers, sales agencies and retailers. OmegaNet Inc. also operates five Internet wholesale directories – GiftsWholesale.com, DecorWholesale.com, ToysWholesale.com, AccessoriesWholesale.com and ApparelWholesale.biz.