



Web Innovator Launches Revolutionary Service at eCode.com: delivering Global Id, Web based Business Cards & a *truly* Self-Populating and Self-Updating Address Book.

www.eCode.com

Sunnyvale, CA. Aug 4, 1998 eCode.com, Inc. today launched its patent pending eCode concept, addressing the needs of consumers and business users alike to effortlessly stay in touch with friends and business associates. *For a limited time*, eCode.com is giving away life-long eCodes, feature rich web-based Address (BizE) Books and, Business (BizE) Cards at <http://www.eCode.com>. Early adopters will also qualify for a drawing for a free trip to Paris.

eCode.com exploits the essence of the web to allow users to network with each other and stay in touch. An eCode is a one-word alias that never changes, and substitutes the lines of text that make up your forever-changing contact information. Pick an eCode, enter your contact information as much or as little as you choose, and the system automatically generates a cool graphical business card that you can exchange with anyone to gain instant electronic access to each other's contact information (BizE Cards). At the click of a button, these cards can be added to one's personal Address Book, provided at NO CHARGE to eCode.com subscribers. When a subscriber updates his or her contact information, it is updated automatically in all the address books that contain the eCode. Users will soon be able to download a stand-alone version of the address book for use when they are not connected to the Internet.

Secure, Private, and Simple to Use

eCode.com leverages the multimedia, global access and push capabilities of the World Wide Web while addressing the issues that are of paramount concern to users:

-It is Secure: eCode.com does not offer directory searching. Subscribers can only access information about other subscribers who have voluntarily exchanged eCodes.

- It is Private: the maintenance and access to information on the web-site *is controlled solely by the users.*

-It is Simple to Use: Besides a Java enabled Web browser and an Internet connection, eCode.com requires no software or plugins to be installed on a user's computer. It is simple to use and yet it provides features and functions, which far surpass those of traditional contact management systems. In addition, eCode.com allows users to design their BizE cards with the ability to pick from fun and cool: logos, paper textures, paper colors, ink colors, and a variety of styles. eCode.com also offers an easy to use way to add non-subscribers ("sleeper") to one's address book.

Staying in Touch...easily

eCode.com offers users around the globe a way to free themselves from the cumbersome chores of Address Book maintenance, and change of address notification.

"Users will no longer have to manage, populate, or, update their address books ever! Our vision is to utilize the ubiquitous nature of the Web to enable people to stay in touch with each other no matter where in the world they move. eCode.com is a giant step in realizing this vision," says Rohit Chandra, President & CEO of eCode.com. "Our mission is have an eCode on every business card in the world."

System Requirements Java enabled Browser and an access to the World Wide Web.

Pricing and Availability eCode is free for life and is available **NOW**.

About eCode.com

Headquartered in Sunnyvale, California, eCode.com was founded by Rohit Chandra with the vision to help people stay in touch. eCode.com offers free, globally accessible, eCodes, web-based business cards, and address books to all users, along with personalised advertising for corporate promotions.