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Venda Enables Retailers to Significantly Increase Revenues through Alliance with PowerReviews

Enhanced Web 2.0 Functionality to Result in Increased Conversion Rates and Sales

New York– June 10, 2008 – [Venda](#), the global leader in on-demand eCommerce solutions today announced it has entered into a partnership with [PowerReviews](#), the Internet's most comprehensive developer of customer review solutions, that will enable retailers to increase online sales and enhance customer experience. Venda's hosted platform now offers retailers access to PowerReviews' fully-integrated Customer Reviews and Social Merchandising solutions, empowering shoppers to benefit from customer-generated guidance throughout their online shopping experience. As a result of the partnership, online retailers on the Venda platform will benefit from more powerful and rich Web sites that lead to increased traffic, higher conversion rates and greater customer loyalty.

The benefits of consumer generated content offered through the PowerReviews platform include relevance-based product reviews by shoppers who actually purchased the products being reviewed; product review snapshots encapsulating the pros and cons of products in one place for easy assessment of the product; and affinity reviews by groups of people who have similar tastes to each shopper. Integrating the PowerReviews "out-of-the-box" technology across the Venda platform enables Venda customers to benefit from the most sophisticated and powerful eCommerce engine available to retailers today.

"Venda has always provided the world's leading retailers the most sophisticated functionality available in an eCommerce site," said Jeffrey Max, CEO of Venda, Inc. "Incorporating the best-in-class solutions offered by PowerReviews keeps our retailers on the leading edge of technology while providing the most feature-rich experience for their customers."

Venda provides B2C and B2B eCommerce capabilities in a single, economical, on-demand platform. Through its powerful online merchandising and marketing capabilities, Venda empowers retailers, brand manufacturers and franchise networks of all sizes and industries to dramatically increase online and cross-channel sales and build customer loyalty.

"Venda's customer base features some of the world's most recognizable and well-known retailers," said Jay Shaffer, vice president of sales and marketing for PowerReviews. "We are excited to be partnering with Venda to deliver our Web 2.0 solutions to these brands and make a positive impact on their business."

About PowerReviews

PowerReviews (<http://www.powerreviews.com>) provides customer reviews and social merchandising solutions to multi-channel retailers and their shoppers. Our technology platform for collecting, organizing, structuring and moderating relevance-based reviews helps online retailers significantly boost their sales. PowerReviews' user-generated content and community drives the highest sales uplift in the industry, and in addition to working with more than +260 online retailers, including Staples, Toys "R" Us, REI, Ritz Camera, Walgreen's, Diapers.com and The Sports Authority, we have also launched our U.S. customer reviews site, Buzzillions (www.buzzillions.com). The company is based in San Francisco and is backed by Lehman Brothers Venture Capital Partners, Menlo Ventures and Draper Richards.

About Venda, Inc.

Venda delivers on-demand eCommerce to some of the world's leading retailers and manufacturers, including DeBeers, Xerox, Crabtree & Evelyn, Hamleys, Panasonic, Pokémon, The Body Shop, and Urban Outfitters.

The company's complete eCommerce platform combines flexibility, reliability and scalability with the operating advantages of an outsourced service. Multi-lingual and multi-currency capable, Venda's B2B, B2C and B2E solutions provide "best of the web" capabilities to mid-tier and Fortune 1000 companies, giving them a complete service and support infrastructure on which to grow their business.

Venda allows customers to reduce the risk, complexity and cost associated with eCommerce, while empowering business users and delivering unprecedented ROI. With offices in New York, London and Bangkok, the Company is managed by a team of eCommerce veterans with more than 200 years of experience in online businesses. www.venda.com.

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