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FOR IMMEDIATE RELEASE

Europe's Biggest Market Is Primed For Large Growth In 2006 The German Online E-Commerce Industry Presents A Particularly Savvy Investment Opportunity For American Companies

(Fort Lauderdale, FL) January 19. Due to a remarkably robust economic upturn and the upcoming 2006 FIFA World Cup, industry experts at Rivergate Associates predict that Germany will offer a timely investment opportunity for American online e-commerce companies.

"Germany has overcome its recent recession and is now the biggest market in Europe," said Corey Hooper, CEO of Rivergate Associates. "According to the latest research, 2005 to 2006 year-over-year growth of the German GSP is expected to increase by an impressive 143%."

Growth is especially evident in the country's online industry, thanks in part to a population that has thoroughly embraced online e-commerce in recent years.

- 80% of Germany's online marketing space for 2006 is sold out (Source: AOL Germany, T-Online & Tomorrow Focus AG).
- Online advertising revenue is forecast to surpass 1 billion € -- best-case scenario (Source: Online-Vermarkterkreis OVK).

"German consumers are some of the most Internet savvy in the world," said Ciaran McCourt, CEO of eDiets.com

eDiets, the largest subscription-based online diet network in the United States, worked with Rivergate to facilitate its entry into the German market, and together completed eDiet's successful German launch in 2003. "We're seeing steady growth in the German market, particularly because the country's online infrastructure is very advanced," said Mr. McCourt.

The FIFA World Cup will score goal after goal for Germany in 2006.

By hosting the FIFA World Cup in June, Germany is offering interested businesses an unparalleled opportunity to make 2006 a bottom-line success story.

“The FIFA World Cup will solidify Germany’s position as Europe’s economic powerhouse,” Mr. Hooper said. “The tournament is expected to generate a total profit of around 4 billion € and will be watched by more than thirty-three billion people worldwide. But more importantly, this mega-event will trigger tremendous sales and consumption within the German market.”

According to a survey published in January 2006 by German business interest group Deutsche Industrie-und Handelskammertag DIHK, every sixth company in Germany expects to directly benefit from the 2006 FIFA World Cup. Industries include: retail, tourism, business-to-business, telecommunications and electronics. And this phenomenon isn’t limited to just Germany.

“For example, Sharp Electronics Corp. announced last month that they’re expecting a 10% increase in production of flatscreen LCD televisions thanks in part to demand generated by the World Cup,” Mr. Hooper said.

Mr. Hooper further explains, “For American-based companies, the secret of their eventual German success lies in Rivergate’s ability to seamlessly integrate their marketing and public relations with our local market knowledge and contacts.”

“For example, in working with eDiets, we introduced their company to our major German online promoters Tomorrow Focus, Yahoo!Deutschland and Web.de.,” Mr. Hooper said. “That was instrumental in bringing their services to a specific and targeted German audience. And that, in turn, established a competitive presence for them.”

Rivergate client Rick Faulk, President of WebExOne says: “We’ve been growing at a great rate in Germany since our launch in November 2004. Rivergate got us in contact with local media, promoters and the B-2-B customers that are so valuable for our business. Now, Rivergate acts more as our European marketing division than a service provider.”

For more information, please visit www.rivergate.de or call: 954-574-0410.

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Rivergate Associates works with technology and Internet companies interested in establishing a business presence in Germany. Headquartered in Hamburg, Germany with U.S.-based offices in Fort Lauderdale, Florida, the company is internationally recognized as an expert in German business development.

From coordination of marketing and public relations campaigns to establishing high-level partnerships with German companies, Rivergate Associates is uniquely qualified to help fast-growing companies enter the German market.

Since its founding in 2001, Rivergate has assisted numerous companies enter the German market, including eDiets (NASDAQ: DIET), the largest subscription-based online diet network in the U.S.; Coastal Contacts (TSX-V: COA), a leading online direct-to-consumer marketer of replacement contact lenses and optical products; and WebExOne (NASDAQ: WEBX), one of the industry’s largest companies providing online intranets for businesses.

For more information, visit the Rivergate Associates website at www.rivergate.de.