



FOR IMMEDIATE RELEASE

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**EchoBahn.com receives investment from Plantagenet Capital  
– will use funds to develop communications channel between e-tailers and  
potential customers**

*B2B software to utilize real time, instant coupons customized through the use of  
key words of specific web sites to drive consumers to partners' sites*

Fremont, California, April 4, 2000 – EchoBahn.com, an Internet-based business-to-business marketing services company, today announced that it has received an investment from Plantagenet Capital Management LLC to further develop a unique, intelligent communications application that interprets customer interests and matches those interests in real time with relevant, customized sales offers and coupons.

The EchoBahn services are provided by an Internet-based client/server application that establishes a communications channel between e-tailers and potential customers. The communications channel is used to send instant coupons, marketing promotions, sales offers or product and upgrade information and is displayed in a pop-up window on the customer's PC. The message is customized to be timely and relevant based on a consumer's current activity using key words or specific URLs.

EchoBahn CEO J. Larry Smart said, "EchoBahn is pioneering new ground for marketing services to e-tailers and OEMs. We are grateful for the confidence expressed by Plantagenet in our ability to build and deliver these service."

John Zappettini, Managing Partner of Plantagenet, said, "Online retail sales are growing rapidly, but recent consumer surveys show that online customers are concerned about the lack of an easy way to find sales incentives on products they want to buy from e-tailers as well as an easy way to locate e-tailers that use incentives. EchoBahn's unique software addresses both of these issues in a

simple, consumer-friendly way. At the same time, EchoBahn has cracked one of the toughest marketing problems facing online retailers – how to cut through the clutter of websites and attract new customers while retaining existing ones. This sets a new benchmark for focused online marketing.”

#### **About Plantagenet Capital Management**

Plantagenet Capital Management LLC ([www.plantagenetcapital.com](http://www.plantagenetcapital.com)) is a private equity firm with offices in San Francisco and Paris, France. Plantagenet's primary focus is on early and later-stage investments in the United States and Europe.

#### **About EchoBahn.com**

EchoBahn.com ([www.echobahn.com](http://www.echobahn.com)) offers a complete line of software solutions geared towards OEMs and e-tailers to address their customer communications challenges. EchoBahn.com was founded in July 1999 and is headquartered in Fremont, California.

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