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Press Release

Livemercial to demonstrate new technology at Natpe 2005

Valparaiso, Ind. – Livemercial, the leader in online direct response, announced today that they will demonstrate new technology, including Livemercial *On-Demand* Video Library™ and Livemercial Studio™, at the Annual Natpe Conference in Las Vegas, January 25 – 27.

Innovative new offerings from Livemercial include full-screen capability. This enhancement is an exclusive addition to Livemercial *On-Demand* Video Library™ to be showcased at Natpe 2005. Livemercial *On-Demand* Video Library™ loads at least 3 times faster than that of the competition! Video Streaming Libraries are best utilized for news releases, commercials, product demonstrations, training classes, and more.

Livemercial will also introduce Livemercial Studio™, which was created exclusively for the post-production industry. It allows video editors to publish their video production to the Internet for customers to make edit comments and review remarks instead of "snail mailing" video tapes or DVD's. This is the perfect tool for post-production professionals whose last minute changes must be made quickly – Even when the client is halfway around the world.

Livemercial is the first company to bring you INSTANT-ON streaming video. Since its incorporation over four years ago, Livemercial has continued to make unprecedented strides in the online marketing industry. According to Johnny Mathis, Jr., CEO, who has 17 years of online experience under his belt, "Livemercial continues to expand its technology to bring our customers the most advanced, effective, and cost-efficient online capabilities."

Livemercial's clients include many Fortune 500 companies.

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