



FOR IMMEDIATE RELEASE

DubCorp. Inc To Enter E-Commerce Software Market With Launch Of The DubCorp Commerce Engine.

San Luis Obispo, California, August 8, 2006 - DubCorp Inc is pleased to announce the development of a revolutionary e-commerce software package called the DubCorp Commerce Engine. Designed to manage all aspects of an e-commerce business, the DubCorp Commerce Engine is the result of over 15 years combined hands on e-commerce and web development experience. The new shopping cart, site administration, and back-end infrastructure software is designed to not only combine several different pieces of software into one package, but also greatly increase the efficiency of most off-the-shelf e-commerce solutions. "Most software companies have never actually shipped orders everyday, so they don't know how to design software with that in mind", says James Whitaker, CEO of DubCorp Inc, "This package was built from the ground up, not the other way around. We know what features e-commerce businesses need, and we've specifically tailored the solution to those needs".

The DubCorp Commerce Engine, the working title for the software package, will include modules for customer management, shopping cart customization, inventory control, marketing, purchasing, internal reporting, and human resources. The software will first be built to power DubCorp's own internal e-commerce businesses, but will be available to small to mid sized e-commerce businesses in 12-18 months.

The demand for quality online shopping cart software is rising fast as total US online retail sales for 2006 are expected to top \$100 billion for the first time. "There a lot of competitors in the marketplace", say Whitaker, "but most of the solutions for the small to mid sized customers are inadequate. We are looking to create an enterprise wide package that allows the medium sized guys to look and operate like the big guys".

Prior to founding DubCorp Inc, James Whitaker successfully ran several online businesses; selling them to begin DubCorp in May of 2006. DubCorp Inc. is a privately held California corporation that specializes in developing unique and creative niche market businesses in many different markets, both online and off.

For more information please visit www.dubcorp.com.

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