

FOR IMMEDIATE RELEASE

ECODE .COM SHOWCASED AS KEY BRAND-BUILDING START-UP IN A REPORT ISSUED BY THE UNIVERSITY OF TEXAS AT AUSTIN

Cisco's Internet Indicators Focuses on eCode.com for Second Consecutive Year

Santa Clara, CA (June 19, 2000)—eCode.com, the leading provider of Unified Information Management solutions, today announced it has been selected as the focal point of case studies examining Internet-based companies in a prestigious report conducted by the University of Texas at Austin. For the second year in a row, eCode.com has been profiled in this prestigious report sponsored by Cisco Systems, Inc.

The "Internet Economy" is anticipated to attain a level of \$850 billion in 2000. The Internet is emerging fast as the nation's largest single source of employment, with some 650,000 new jobs created—for a total of 2.4 million in 1999. Internet economy companies are said to have reached tremendous productivity, and efficiency revenue per employee increased 14% in 1999. 73% of these firms attributed their productivity gains to the influence of the Internet, compared to only 29% of other firms.

The report identifies a four-layer model of what it refers to as the "Internet Economy" including the Internet Infrastructure Layer #1; the Internet Applications Layer #2; the Internet Intermediary Layer #3; the Internet Commerce Layer #4. Of these four layers, eCode.com has been classified as representative of one of the fastest-growing ones: the Internet Applications Layer.

The company's new flagship product, the iBar, attaches to any Web browser and immediately establishes the user's online identity. "The iBar contains your complete computing identity and environment—your personal and professional profiles, electronic wallet, address book, photos, files, calendar, and bookmarks," said Rohit Chandra, founder and CEO of eCode.com. "With the iBar, it takes one click to automatically fill out any order and registration form, log onto any password-protected Web site, make e-commerce purchases, multi-dimensional search and much more."

The release of such innovative products as the iBar marks eCode.com's curtain raiser into the business-to-business (B2B) space. "Six months ago we were primarily a business-to-consumer (B2C) company focused on Web cards (electronic business cards) and hosted address books," said Chandra. "Today, we are predominantly a business-to-business (B2B) company offering innovative tools that help our business partners reach, register, and retain their customers." The move to the B2B space has opened up many new revenue models for eCode.com. The company now generates revenue from offering branded versions of the iBar to Internet powerhouses.

As key "enabler of viral e-branding" with its revolutionary technology, eCode.com provides its corporate users of all sizes and shapes the power to extend their name recognition faster than any other single means previously used.

About Cisco Systems

Cisco Systems, Inc. (Nasdaq: CSCO) is the global leader in networking equipment needed for the Internet. Cisco hardware, software, and service offerings are used to create Internet solutions so that individuals, companies, and countries have seamless access to information—regardless of differences in time and place.

About eCode.com

eCode.com is the leading provider of unified information management (UIM) solutions for interacting with people, information and services—on or off the Web. Its products provide a compelling suite of services for the privacy, convenience and productivity of online consumers and e-businesses alike. The eCode.com iBar™ the first personalized, portable portal, quickly attaches to a browser. It speeds up access to favorite sites by combining an electronic wallet, automatic form-filler (AutoFill™) and password functionality (AutoLogin™) all in one easy-to-use desktop tool. eCode's unique business offerings and free consumer services are used in more than 120 countries.

###