



### **Zipadi Invited to Present at Prestigious DEMO '09 Conference**

SALT LAKE CITY, Utah, March 3, 2009-- Zipadi was pleased to unveil its new digital publishing and ecommerce platform at the prestigious IDG DEMO '09 conference being held March 1-3 in Palm Desert, CA. Presenters at the DEMO conference are hand-selected from across the spectrum of the technology marketplace for their innovation, vision and commercial potential. Chris Shipley, DEMO Executive Producer said, "only the best vetted companies are invited to attend".

The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E\*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters.

Chris Shipley, Executive Producer of the DEMO Conference said, "We are very excited about Zipadi. This technology bridges a long-standing gap between content producers and Web developers. The convergence of offline media and rich media content is one of the most difficult challenges facing traditional publishing companies. Zipadi provides an elegant and affordable solution."

According to company founder Bryan Ferre, "Zipadi is proud to be among the elite group companies that have been invited to present at Demo '09. Our selection validates our belief that Zipadi is truly at the forefront of the next generation of real ecommerce opportunity for 'the rest of us.'"

The Zipadi digital publishing and ecommerce platform allows any business that currently uses printed materials in their sales efforts (catalogues, magazines, brochures, etc.) to exactly reproduce those materials as a fully integrated ecommerce site in as little as 15 minutes. Without the additional time, expense and hassle of purchasing and implementing complicated content management, shopping cart, customer service and payment processing software—while avoiding the additional graphic and website design headaches universally encountered when a company goes "online."

And since the Zipadi platform is easily integrated with existing ecommerce solutions as well, companies that already have ecommerce web sites will find the Zipadi platform a fast, easy and inexpensive way to supplement their existing efforts with intuitive, media-rich content that exactly duplicates the quality, design and purchasing experience customers

have come to expect from their printed catalogues and other materials. Multi-tiered pricing and product configurations provide solutions for everyone from the neighborhood sandwich shop to the 100,000 item direct mail catalogue retailer. While Zipadi is an easy to use, hosted (Software as a Service, or SaaS) application that business owners can easily manage themselves, additional professional services, training and support are available directly from Zipadi as well as from a network of authorized Zipadi Professional Partners.

Immediately after the DEMO 09 launch event, Zipadi is excited to make the Zipadi service available to the public for the first time by offering a free trial account for any merchant that currently uses printed sales and marketing material by going to their web site at: <http://www.zipadi.com> and using the coupon code DEMO 09. In addition, to mark the launch of Zipadi to the public, the company is offering \$10,000 each worth of services to the first ten merchants who sign up for a regular Zipadi account via that website before the end of March. "This is our attempt to provide a 'digital stimulus package' for merchants on 'main street' to help them painlessly jumpstart profitable online sales during these challenging times," according to Zipadi CEO Kurt Haug. "Zipadi allows merchants who are already spending up to hundreds of thousands of dollars or more on creative assets to leverage that investment for 21<sup>st</sup> century online eCommerce with absolutely minimal additional time and money."

For more information, contact Kurt Haug at [khaug@zipadi.com](mailto:khaug@zipadi.com)

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