

WebsPlanet is a leading provider of web solutions to directory publishers worldwide. The company was established in 2004, and has demonstrated proven success at installations around the world. WebsPlanet develops and markets online solutions for directory publishing organizations. The company focuses its technological and market experience to provide solutions dedicated to the directory publishing industry.

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WebsPlanet: Creating Value for Directory Publishers

WebsPlanet transforms directory publishers into online solution providers

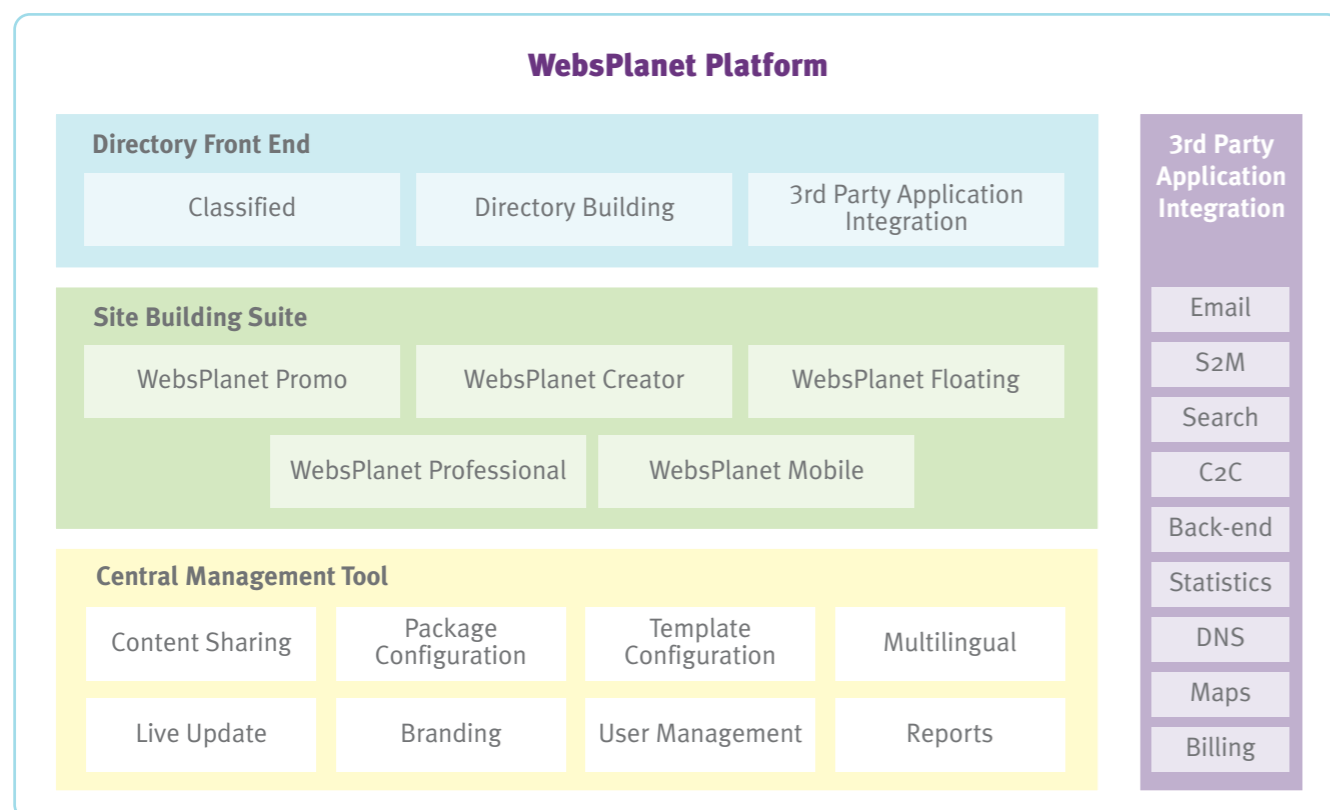
Today's ubiquitous digital publishing means consumers are abandoning printed Yellow Pages in favor of searching for local businesses or services via the Internet. A strong, functionally rich online presence is now vital for directory publishers in the digital world, especially in the face of competition from all areas of the Internet.

WebsPlanet's Low Cost, Proven Solutions

WebsPlanet offers advanced, low cost services and products that establish an Internet presence for directory publishers' own businesses, and offer online site building capabilities for their customers. WebsPlanet's proven solutions are already in place at more than 30 directory publishers worldwide.

WebsPlanet's solutions allow directory publishers to easily and cost-effectively expand their traditional offering to the digital world. These attractive value-added services increase customer stickiness and satisfaction, and expand the customer base.

WebsPlanet's portfolio is comprised of three offerings: Directory Front-end, Site Building Suite and Central Management tool.



WebsPlanet Directory Front-End

WebsPlanet provides advanced, customizable directory website construction and maintenance capabilities. WebsPlanet takes responsibility for the directory publisher's front-end, freeing them up to focus on their core business. The directory front-end website building services include a home page for classic directories or content portals and classifieds; a back end that interfaces with 3rd party providers; advanced search via interface with 3rd party search engines such as ApproxiMATCH, FAST; and more.

WebsPlanet Site Building Suite

WebsPlanet's Site Building Suite enables directory publishers to offer their customers easy-to-use solutions for designing, building and operating their own websites, transforming them from print customers to online players. The suite includes:

WebsPlanet Promo: A one-page, low cost online website tool based on pre-created templates, WebsPlanet Promo expands on the standard directory information card, and includes, if needed, a dedicated domain.

WebsPlanet Creator: A template-based website builder with DIY options, WebsPlanet Creator is simple to use for building sophisticated websites, using graphic templates and a site building wizard.

WebsPlanet Floating: For the quick building of customized websites using pre-designed layouts, WebsPlanet Floating offers complete graphic design flexibility with no graphic limitations.

WebsPlanet Professional: Enables the building of fully customized websites, WebsPlanet Professional is for use by professional designers, and does not require programming knowledge.

WebsPlanet Mobile: Supporting next generation websites, WebsPlanet Mobile translates existing WebsPlanet sites for display on mobile devices.

Central Management Tool

WebsPlanet's Central Management Tool offers directory publishers complete centralized control over their organization's and customers' websites. The tool provides one centralized area for building, managing and controlling all websites, saving on operational outlay, while facilitating up-selling and cross-selling. The tool provides the directory publisher's organization with online communication

with all its users' websites, a low-cost and efficient way to send important information to website owners, and offers live updates of software, functionality, templates, and security.

Benefits of the WebsPlanet Offering

- **One-Stop-Shop:** WebsPlanet's wide range of solutions- directory front end building, DIY websites, professional graphic design websites - means all directory publishers' online offering needs can be met by one vendor.
- **Proven solution:** With a proven track record and hundreds of thousands of websites created by its systems, WebsPlanet can guide directory publishers towards gaining the most from their online offerings.
- **Scalable:** WebsPlanet enables directory publishers to build their online offerings step-by-step according to their requirements; starting small and paying as they grow. Scalable solutions enable publishers to support their own and their customers' growth, increasing customer stickiness, and expanding their potential customer-base.
- **Minimum time to market:** With WebsPlanet solutions, even the most complicated website creation takes no more than a single business day to go live.
- **Unmatched richness of offering:** More than 140 customizable modules supporting advanced Internet functionality, including Web 2.0., enable directory publishers to offer their customers a superior user experience.
- **Reduces operational costs:** WebsPlanet's solutions allow directory publishers to quickly and easily build their own and their customers' websites, including more complex sites, such as e-commerce, requiring minimum time, cost and effort.
- **Third party interface:** By seamlessly interfacing with new technologies, WebsPlanet solutions enable directory publishers to attract greater website and traffic increase customer retention.
- **Centralized management:** Centralized building, management and control of the front-end and all websites on WebsPlanet's platform simplifies operations; while live updates save the directory publishers from investing the time and effort required to manage regular technology updates.

Leverage your assets to become an online directory leader

