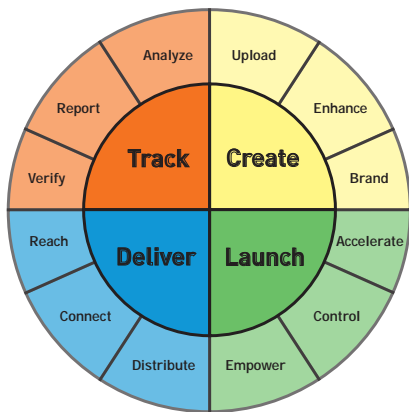
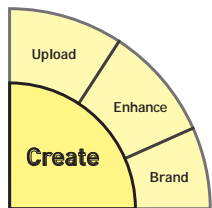


Innovate Your Channel Marketing with PartnerAccess™



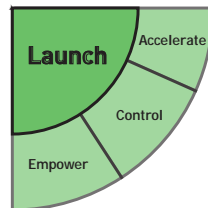
PartnerAccess™ is designed as an everyday usage portal for manufacturer channel marketers and product managers. With PartnerAccess, you can easily build and edit product content SKUs, upload multiple types of rich content, control the content lifecycle and rapidly disseminate your product content to the retailers, resellers, distributors, VARs and comparison shopping sites that CNET Channel services worldwide. Now you can track and manage all your product content management activities in a single application. And, PartnerAccess supports 12 languages, so you can empower channel partners in many global markets.



Supply More Accurate, Complete and Rich Product Content

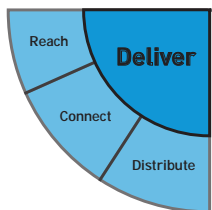
- Easily **upload** product content on multiple SKUs — consistent, accurate and up-to-date content for use in the channel
- **Enhance** SKUs with multiple rich content types — proven to increase add-to-cart actions by 6%*
- Leverage your marketing assets and **branding** — customize the product information that best represents you to end-users
- Package your entire active product catalog — structured product content in multiple languages for multiple markets

* Among those who viewed the content. Source: Internet Retailer April 2006



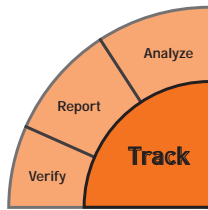
Maximize Sales During the Brief Product Launch Window

- **Accelerate** your time-to-market — be the first to get rich product content to more channel partners
- Gain **control** of the product content lifecycle — trigger the creation of new SKUs, and flag others as end-of-life
- **Empower** consumers to differentiate — new and current products stand out from the competition; make it easy for end-users to justify the purchase



Increase Efficiency in the Distribution of Product Information

- Leverage CNET Channel's **distribution** network — build once, serve hundreds of channel businesses worldwide
- Expand your **reach** — access your hard to reach SMB resellers and address other potential channel partners



Reduce Costs to Collect and Summarize Product Content Intelligence

- View comprehensive distribution **reports** — all channel partners requesting or receiving each SKU; total SKUs
- **Analyze** the data — plan effectively with custom reports on SKU popularity and coverage

www.partneraccess.com

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