

Nettec to Manage New Online Business for MemoriseThis®

Submitted by: Nettec

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Nettec plc, a leading European digital solutions provider, is pleased to announce that it has been awarded a three-year contract to provide MemoriseThis® with a comprehensive application and infrastructure management service. Nettec ensure that all of the online systems essential to the day-to-day operation of the unique personal shopping business are maintained and effectively managed 24 x 7. Nettec are one of only a handful of companies offering this highly specialised service.

Due for launch on 21st October 2001, MemoriseThis® Ltd, is aimed at unwrapping the UK's £40 billion gift market and is backed by a £1.5 million marketing investment from Channel 5. Persona Profile, a unique database system, searches through thousands of products to generate a unique 'Top 10' list of suggested gift ideas in a specified price range that is individual to each profile. The service helps cash-rich, time-poor consumers to choose the perfect presents and is available online at www.memoriseThis.com. The service is also available via a personal gift consultant hotline on 0870 730 8000.

Gary Goodman, Founder and Managing Director of MemoriseThis® Ltd commented: "We chose Nettec because they inspired us with their superior knowledge, experience, and understanding of the complexity of the technology we specified. As we approach the Christmas season, we anticipate a sharp rise in sales as more and more people buy gifts online. It is estimated that more than 15 million people intend to buy gifts online in the next 12 months. The functionality of the hardware and software and the infrastructure of www.memoriseThis.com are critical to the successful operation of the business – particularly at peak periods of trading."

Jon Bradshaw, Consulting Services Manager at Nettec said: "Nettec has the right blend of skills, tools and resources to provide MemoriseThis® with the strategic support and management they require. We have strong partnerships with Sun, Oracle and BEA and extensive experience providing this service to major UK clients. We also have a highly skilled application management team, working 24 x 7 to ensure that web applications are deployed at optimum level. We are looking forward to working with MemoriseThis® and managing the technically complex parts of the business to ensure that they in turn provide their customers with an excellent service."

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Notes to editors

1. About Nettec

Nettec plc - www.nettec.net (NTC: LSE) - has been helping FTSE companies gain a competitive advantage through digital technologies since 1995. Nettec offers customers tailored, cross-platform solutions, balancing a mix of web, iDTV and mobile systems, whilst producing significant benefits on behalf of its clients. Listed on the London Stock Exchange, Nettec has more than 180 employees and has offices in London and Paris. Clients include BT, First Choice, Capita, AXA Investment Managers, Unilever and LeggMason Investors.

2. About MemoriseThis®

MemoriseThis Ltd®, helps cash-rich, time-poor consumers to choose the perfect present from what is believed to be the largest range of gifts available to consumers in the UK. A Bray Leino survey (Sample: 2000 UK adults (aged 16 plus)) commissioned by MemoriseThis® on gift buying shows:

- Over 15 million intend to buy gifts online in the next 12 months
- Each year there are over 117 million occasions where consumers want to buy a gift but don't

The number one reason for not buying gifts more often is that consumers are stuck for ideas as to what to buy

MemoriseThis® also offers:

- A personal shopper hotline service, staffed by a specialist team of gift consultants
- An e-mail reminder service, with a link straight to the latest Top 10 gifts for each individual gift recipient
- A "Wow!" gifts section – highlighting the hottest selection of gifts available
- A catalogue to be launched in 2002

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