

NEWS ANNOUNCEMENT

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POP COMMUNICATIONS ANNOUNCES NAME CHANGE TO POP INTERACTIVE BY UNVEILING NEW WEBSITE AND "RAPID PROCESS"

San Francisco, CA – POP Communications, a San Francisco-based Web services firm, announced today that it has changed its name to POP Interactive (POP) to reflect the evolution and focus of its services. In concert with the change, POP launched a redesigned website at a new Web address: www.popinteractive.com. The company also unveiled its "RAPID Process," (www.popinteractive.com/process) an innovative methodology for the rapid deployment of websites and Web applications.

"POP is here to help clients meet the ongoing challenges of the Web and grow," said Deborah Christie, partner. "To accomplish this, POP must continually evolve. Our new name reflects the evolution of our Web services as well as our focus for future growth."

Christie noted the repositioning is not a reaction to the current downturn in the professional Web services industry. "Due in part to our longstanding commitment to provide exceptional value to our clients we continue to experience substantial growth," she said. "Our revenues are up over 80% year-to-date."

POP specializes in the strategic planning, design and development of business-to-business websites, and website package programs for small and franchised businesses. POP has implemented nearly 300 Web-based projects since launching its first site in 1995.

Christie said POP's RAPID Process, an adaptable workflow strategy designed to facilitate website deployment, differentiates POP from its competitors. "All aspects of our operations down to our floor plan have been carefully structured to enable us to quickly deploy using our RAPID Process," said Christie. The RAPID Process will be integrated into the company's branding and positioning to emphasize its commitment to "Building Websites. Delivering Excellence. Deploying Rapidly."

POP's primary target markets include technology companies, eCommerce marketplaces, ASPs, and staffing, legal, commercial real estate, and financial services firms. Current clients include:

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- Management Recruiters International (www.brilliantpeople.com): The world's largest executive search and recruitment organization.
- LawCommerce.com (www.lawcommerce.com): A comprehensive electronic marketplace for the legal profession that features over one million products and services.
- Orrick, Herrington & Sutcliffe (www.orrickemerging.com): A full service, 500+ lawyer law firm that is internationally recognized as a leader in its practice areas.
- HRPath (www.hrpath.com): The leader in providing fully Web-based HR management systems to companies nationwide.
- Littler Mendelson (www.littler.com): The nation's largest law firm specializing in employment and labor law.

About POP Interactive

POP Interactive, Inc. (www.popinteractive.com) was founded in 1994 and is located in the heart of the North Waterfront advertising district in San Francisco, CA. POP Interactive specializes in the planning, design and development of B2B websites that enhance clients' competitiveness and produce measurable results. POP Interactive services include creative as well as front- and back-end engineering services. For more information, visit www.popinteractive.com or call (415) 439-5900.

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