



NETCHEMISTRY

Mission - NetChemistry uses its comprehensive knowledge and specialized expertise to streamline the creation of complex solutions accelerating the fusion of technology and forward thinking in the financial services sector.

Gas

Liquid

Solid



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LEVEL

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### MARKET-LEADING APPLICATION SERVICE PROVIDERS (ASPs) JOIN AT&T ECOSYSTEM

helloNetwork.com, NetChemistry, BulkRegister.com, and NeuVis Sign On With Premier ASP Program

BASKING RIDGE, N.J. – August 9, 2000 – Application Service Providers (ASPs) representing several key industry market segments today joined AT&T's Ecosystem for ASPs. The program, launched in January, provides a foundation for ASPs to deliver high-performing and reliable network-based applications to business customers.

The newest members to sign up include helloNetwork.com, a streaming media ASP; NetChemistry, a financial services Internet solution application provider; BulkRegister.com, the leading provider of wholesale, high-volume domain name registration services in the business-to-business Internet space; and NeuVis, an e-business development platform provider. They join top-flight companies such as Intelligroup, Mi8, and USinternetworking, Inc., in the AT&T Ecosystem for ASPs Program. AT&T's Ecosystem for ASPs combines the company's leading-edge managed dedicated hosting services and network services platform with a comprehensive co-marketing and distribution program where members can leverage the power of AT&T's brand through multiple levels of support. Additionally, qualified ASPs may market and promote a broad range of AT&T Internet services as part of their offers.

"ASPs need innovative 'partners,' not just providers, to help them advance and enhance their business models," said Sandy Brown, hosting vice president of AT&T Data and Internet Services. "In just six months, we've seen tremendous market acceptance -- the Ecosystem is a huge success for everyone. Month over month, our customers are seeing exponential increase in demand for their services and in turn our own business is experiencing tremendous growth."

"Reliability and performance are the top two demands of our customers," said Dave Castellani, CEO of Mi8 Corporation. "Through AT&T's Ecosystem for ASPs we're able to leverage AT&T's core competencies in hosting and network management and focus on the value we add for our customers -- our expertise in configuring and managing sophisticated software systems, and top-notch user training and support."

#### AT&T Internet Data Centers

Ecosystem members' applications are supported by the reliability, scalability and performance of AT&T-managed Internet Data Centers. The program offers a comprehensive range of managed hosting services that optimize the performance and reliability of hosted applications. These robust, secure data centers offer AT&T's market leading high-speed, bandwidth-rich connectivity along with monitoring, system setup, service and on going support. ASPs can also select from a range of a la carte services ranging from database software to storage to supplement the development and effective operation of their new service.

In April, AT&T jointly announced plans with BT and Concert to invest \$2 billion over three years to build a network of 44 Internet Data Centers in 16 countries. The companies are on target with the build out and AT&T will have 13 centers up and running by the end of the year.



### New Ecosystem Members

NetChemistry is a leader in Internet financial services application development. While other Web development companies add financial services to their practice areas, NetChemistry made financial services its vertical expertise.

“Our customers, moving literally millions of dollars everyday, demand bullet-proof applications and a rock-solid infrastructure, so when an application fails it’s more than an inconvenience,” said Alfred Lutter, CEO, NetChemistry. “Our expertise in custom application development for the financial services sector and AT&T’s commitment to their Web hosting infrastructure, provide our customers with the closest thing to Web insurance available today.”

helloNetwork.com is rapidly becoming a premiere streaming video ASP providing state-of-the-art, cost-effective and user-friendly video solutions designed for retailers, corporations and organizations.

The company offers a unique suite of interactive web-based streaming media technology products that operate at the full range of connection speeds -- from dial-up to broadband -- and that play without viewer downloads or plug-ins.

“Our agreement with AT&T enables helloNetwork.com to more aggressively pursue our B2B (business-to-business) strategies and deliver click-and-watch video solutions with a high level of performance, reliability and security, while allowing us to keep our prices affordable to companies of all sizes,” said Craig Ellins, CEO of helloNetwork.com. BulkRegister.com provides wholesale pricing and online registration of top-level domain names. BulkRegister.com offers automated registration, instantaneous registration confirmation, security, online account access, account management and customer support services.

“For us, AT&T’s Ecosystem for ASPs is a perfect fit,” said Tony Keyes, CEO of BulkRegister.com. “Our clients are builders of the Internet infrastructure -- ISPs, web hosting companies and web designers, and they demand the best. By extending AT&T’s leading-edge infrastructure and dedicated web hosting services to our clients, they can in turn serve their retail end users with reliable, secure domain name registrations.”

NeuVis, Inc., delivers a breakthrough approach to e-business development through an advanced e-business engineering platform and customizable, pre-built frameworks. The NeuVis e-Business Platform transcends traditional e-business approaches through a disciplined engineering process, visual modeling and automated construction to develop high quality solutions that are flexible, scalable and secure. The company is currently deploying this platform to build e-business systems for global 2000 and new economy companies in the financial services, healthcare and other industries.

“NeuVis is transforming e-business software development from an art form into a needed engineering discipline that will meet the needs of the new economy,” said Arun Gupta, chairman and CEO of NeuVis. “Our agreement with AT&T provides our customers with a leading Web hosting infrastructure on which to leverage the highly flexible, secure and scalable e-business systems that we architect.”

### About AT&T

AT&T ([www.att.com](http://www.att.com)) is among the world’s premier voice, video and data communications companies, serving more than 80 million customers, including consumers, businesses and government. AT&T has annual revenues of more than \$62 billion and 160,000 employees, and provides services to customers worldwide. Backed by the research and development capabilities of AT&T Labs, the company runs the world’s largest, most sophisticated communications network, is the largest cable operator in the U.S., and has one of the largest digital wireless networks in North America.