



## Press Kit

*January, 2005*

# Press Kit “at a Glance”

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# Introducing DigitalSwift

*The Best in On-Demand Manufacturing and Fulfillment Solutions*

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Headquartered near Atlanta, Georgia, DigitalSwift Corporation was founded in 2000, and has since revolutionized on-demand and build-to-order CD/DVD manufacturing and fulfillment for thousands of businesses worldwide.

Through its first branch, **SwiftCD**, DigitalSwift specializes in the high-quality, custom and dynamic manufacturing and fulfillment of CD's and DVD's. The company's highly specialized patent-pending suite of services has proven vital for software authors, musicians, businesses, web sites and more. SwiftCD offers both duplication and replication of CDs and DVDs, seamlessly mixing manufactured and warehoused goods with individual fulfillment.

In May of 2004, DigitalSwift announced a major update to one of its most valuable and sought-after services: **CDBundle.com**. The newly improved and streamlined website offers enhanced service descriptions, updated special offers and a more intuitive layout that's easier (and more popular) than ever. Thanks to CDBundle, customers can purchase an assortment of software titles 'bundled' on a single CD – a cost-effective and fun way to build up a collection.

**DigitalSwift specializes in affordable on-demand delivery of CD's, DVD's, and other manufacturing and fulfillment solutions – and does it better than anyone else.**

What sets DigitalSwift apart? In addition to traditional replication and warehousing, SwiftCD offers custom individually manufactured CDs with dynamic data, dynamic labels and even dynamic mailers.

## Services at a Glance

DigitalSwift's unique services include:

- **SwiftCD.com/SwiftDVD.com**, which offer custom CD and DVD fulfillment for companies of all sizes in the software, music, file download, and corporate sectors. SwiftCD can take individual or bulk orders for CD/DVDs which can contain music, software, catalogs, or anything in between – as well as for any platform imaginable, including Windows, Macintosh, Linux, and more. SwiftCD products can easily include custom contents, labels, and packaging as desired while SwiftDVD offers not only replication but complete on-demand DVD manufacturing and fulfillment for the DVD format as well.
- **CDBundle.com** – CDBundle.com was created in order to offer software consumers special values on a choice assortment of the best software, from the partners of DigitalSwift and SwiftCD. On an ongoing basis, CDBundle.com is aimed at compiling ‘Best Of’ content from the vast customer base of SwiftCD, and offering those products at very low prices in the form of compilation CDs. These are not trial or stripped down versions of the software, but are instead the complete, fully functional licensed products usually sold individually.

Thanks to our alliances with several key manufacturers within the industry, we also offer turnkey solutions support on boxes and manuals via:

- **SwiftBoxes.com**, an essential service that takes the complexity and high volume requirements out of the retail box creation process.

For your product’s box creation needs, SwiftBoxes.com can help you take that next step by introducing you to some of the best solutions in box creation for your product (and which are highly respected and competitively priced to boot). This way, we offer access to real, retail-ready software boxes that can be purchased through our partners in quantities as low as 1,000, and with warehousing and fulfillment directly available through the SwiftCD service once the boxes are complete.

- **SwiftManuals.com**, a service from DigitalSwift that puts customers together with the best in professional, retail-ready, bound manual production – and the kind of quality their products require.

Typically available in quantities as low as 100, the manuals are produced by a SwiftCD-recommended affiliate, and can then be shipped directly to SwiftCD for easy warehousing and fulfillment – either in bulk, or direct to the customer as needed, on-demand (often in conjunction with CD, DVD, or software box products).

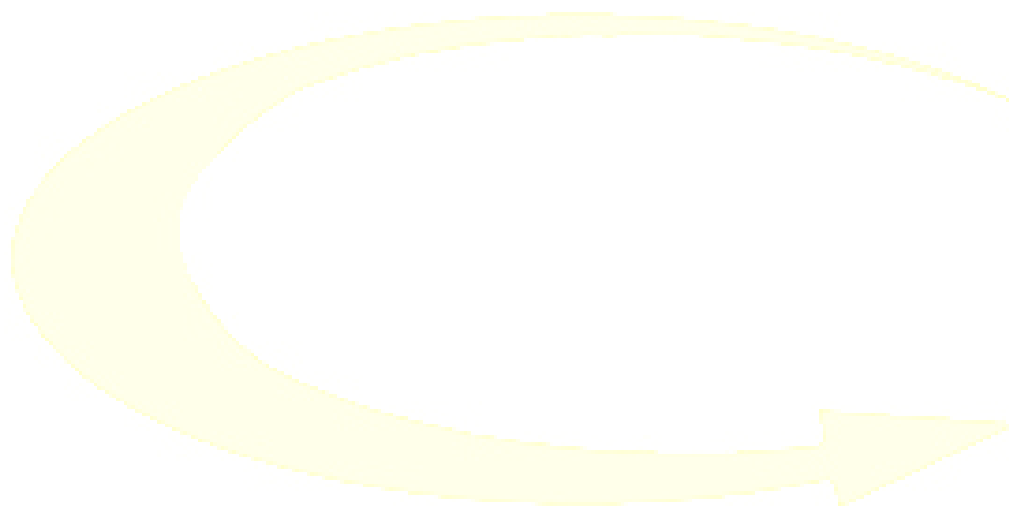
## Replication (The SwiftCD Difference)

SwiftCD offers full-service replication of CDs, VCDs and DVDs (DVD5/DVD9). For customers wanting ultra-high quality products delivered on-time, every time – SwiftCD has the solution. Our award-winning silkscreen is higher definition than what much of the industry uses and we also offer offset printed CDs/DVDs.

SwiftCD replicated CDs can be delivered directly to you or sent to our warehouse in Madison, GA for individual order taking and fulfillment.

Replication with SwiftCD means your process is worry-free, with the best of everything, from SwiftCD to the customer. This enables DigitalSwift customers to quickly launch services, update the content of their CD's/DVD's anytime, offer CD's/DVD's with dynamic contents, and reach their customers promptly with cachet and professionalism.

DigitalSwift offers affordable products and professional, responsive customer service. No minimums for our on-demand services, no lengthy commitments, no retainers, no exclusives.



## Meet the DigitalSwift Management Team



**Jason Foodman**

*Co-Founder and CEO, DigitalSwift Corporation*

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Jason Foodman provided the initial concept behind SwiftCD, bringing with him both a solid technology vision and expertise, as well as a track record of success in the high-tech, investment and software industries. The founder of Trexar Technologies, Inc. in 1999, Jason sold the company in March 2000 to Aladdin Systems, Inc. (OTC: ALHI). A member of the distinguished Atlanta CEO High-Tech Council, Foodman has been an active participant in the software business in various capacities for almost a decade, and continues to act as a technology investor and advisor to numerous companies on software business and marketing. He has a B.S. and M.S. in Computer Science and also pursued three years of Ph.D studies in Computer Science at Clemson University. Foodman can be reached at [Jfoodman@DigitalSwift.com](mailto:Jfoodman@DigitalSwift.com).



**Vinnie Jensen**

*Co-Founder and President, DigitalSwift Corporation*

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The Co-Founder and President of SwiftCD, Vinnie Jensen brings to the company an acclaimed and extensive expertise in implementation and operations. Before founding DigitalSwift, Jensen operated a successful accounting and computer consulting business in Atlanta. Prior to that, he completed a distinguished career in the U.S. Army as a Military Intelligence Officer. His last project in that capacity was involvement in the planning for deployment of the Army's Middle East Intelligence Information System. Jensen holds a BS in Business Management from the University of Maryland. He can be reached at [Vjensen@DigitalSwift.com](mailto:Vjensen@DigitalSwift.com).



**Gregory N. Gallagher**

*Chief Financial Officer, DigitalSwift Corporation*

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Providing the financial expertise for SwiftCD, Gallagher is a Certified Public Accountant who offers more than 23 years of experience with small and large businesses in the Atlanta area. His career includes four years with KPMG Peat Marwick in both audit and tax, as well as work on a variety of other major projects. For example, he assembled comprehensive financial forecast packages and supporting materials for Hank Aaron's automobile dealerships, including BMW, Mercedes, Land Rover, Jaguar, Honda, and Toyota, that were the basis for Mr. Aaron's successful applications for each of these dealerships. He holds a BA in Accounting from Duke University, where he graduated magna cum laude. Gallagher can be reached at [Ggallagher@DigitalSwift.com](mailto:Ggallagher@DigitalSwift.com).



## About SwiftCD

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As DigitalSwift's celebrated flagship service, SwiftCD, in addition to sister division SwiftDVD, offers exciting, empowering, and unparalleled custom CD and DVD manufacturing and fulfillment for companies of all sizes in the software, music, file download, and corporate sectors.

SwiftCD's mission is simple: to offer the most robust and flexible CD/DVD manufacturing and fulfillment service anywhere in the world, making physical product delivery for our customers simple with rapid implementation.

And SwiftCD delivers. Thanks to its use of only the most advanced technology in the creation of professional-quality CD's, with patent-pending processes built over years of careful study. SwiftCD is able to maintain the highest standards, even when outputting one product at a time, and its clients include over 5,000 small, medium, and large businesses worldwide, including companies in the software, music, advertising, media, and other markets.

SwiftCD is unique — conventional but ultra-high quality replication blended with custom, on-demand CD/DVD manufacturing and fulfillment. SwiftCD also handles all aspects of order fulfillment for its customers, including online tracking, reporting, and customer service.

When working on-demand, each CD is produced individually, allowing the customer the freedom to include unique pieces of information on each product and/or product label as desired, including such items as customer name, license keys, and more. This aspect of SwiftCD's services has proven vital time and again, particularly for the software-related industries, but also for those in marketing, promotion, and design, as well – for any industries requiring the flexibility to mix-and-match and/or build-to-order CD's or DVD's. SwiftCD's technology enables

**SwiftCD offers the best in on-demand CD and DVD manufacturing and provision – the kind of seamless support customers need most, and with no sign-up fees, no setup fees, and no minimum quantities.**

customers to build a CD or DVD online, and to do so with custom contents – and to have that CD or DVD delivered in any quantity required, whether for one – or for hundreds or thousands.

This means that while most CD manufacturing companies require orders with a minimum quantity of 1000, SwiftCD, meanwhile, offers individual, custom, dynamic commercial CD's no matter what the number, all made and available – swiftly – and on-demand. This enables customers to quickly launch services, compete with larger concerns even at the smallest level, and to reach their own prospects and customers with immediacy and excellence.

SwiftCD also offers more capability in CD or DVD manufacturing and fulfillment than anyone else in the field, with unique essentials such as dynamic data and menus, online tracking, robust packaging options, gift notes, gift wrap, robust API integration, and much, much more.

### SwiftCD Delivers

And SwiftCD delivers what it promises: affordability and dependability. SwiftCD requires no sign-up fees, no setup fees, and no minimum quantities. CD contents can be changed by the client at any time, with additional sales and order tracking instantly available online. SwiftCD can also provide customers with secure order forms, seamlessly created and branded for their sites, as well as additional options including those mentioned above (dynamic contents, gift wrap/gift messages, packaging, UPC codes, real professional software boxes via SwiftBoxes.com, and more).

SwiftCD can provide its customers with a complete solution including order handling and fulfillment, or can allow customers the option of handling such aspects independently on their own (via an assigned URL to which customers can link from their own websites).

SwiftCD makes it easy: all they charge is a single fee, based solely on media packaging requirements, plus actual postage — not an inflated shipping fee at the back end, like so many others in the field.

The next step? Thanks to SwiftCD, customers start selling – one product at a time.

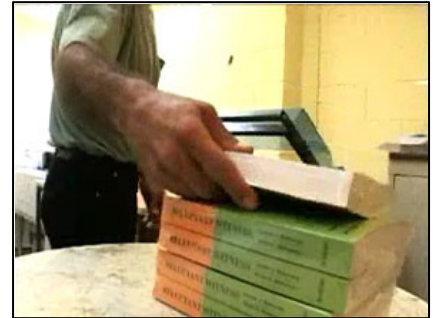


# Turnkey Solutions



## SwiftBoxes

In the software and media industries, professionally printed boxes provide the respectability and legitimacy that sets customers at ease. However, the task of preparing this kind of retail-ready software box to accompany a product can often be complex and expensive. It's also a task that normally requires buying in large volume. But no longer, thanks to SwiftBoxes.



With SwiftBoxes, customers are set up with a third-party manufacturer for the seamless creation of retail-ready software boxes made to order for competitive prices. SwiftCD can then fulfill and warehouse those boxes on-demand for customers as needed, in conjunction with other items such as CD's, DVD's, or manuals. Boxed products ultimately provide the vital cachet that competitive retailers require.

## SwiftManuals

Thanks to its partnerships with leading publishers in the field, SwiftCD also assists customers in achieving the true, perfect-bound, retail-ready manuals they require – on-demand, and in quantities as low as 50! With SwiftManuals, beautiful and highly professional manuals are created, proofed, and printed by a respected production partner, and are then shipped directly to SwiftCD for warehousing and



**The manual is the finishing touch to any premier software package – a must for success.**

individual on-demand fulfillment (often in conjunction with the customer's own CD or DVD). SwiftCD can add the new manual as part of a CD package definition (at no extra fulfillment fees – just the extra postage required by weight), or customers can define and sell their manuals individually, as well. To ship a manual without a CD, the only charge is a \$3 fulfillment fee plus postage (unless the manual is so large that it requires special packaging). Thanks to SwiftCD, the manual provides the finishing touch to any premier software package.



## About CDBundle

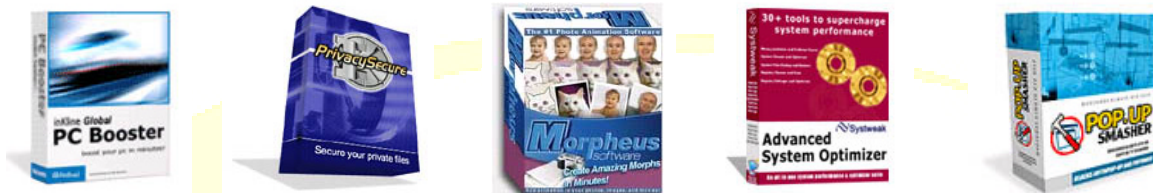
*The Best Software Titles, on a Single Convenient CD*

A popular resource from the people at DigitalSwift, CDBundle ([www.CDBundle.com](http://www.CDBundle.com)) was created in order to offer software consumers special values on a choice assortment of the best software, from the partners of DigitalSwift and SwiftCD. In May of 2004, the service was relaunched with a newly improved and streamlined website which now includes enhanced service descriptions, updated special offers, and a more intuitive layout that's easier than ever. The applications included are not 'trial' or 'stripped down' versions of the software, but are instead the complete, fully functional licensed products usually sold individually.



On an ongoing basis, CDBundle.com is aimed at compiling a superb array of 'Best Of' software content from SwiftCD's vast customer base, and then offering those products at very low prices in the form of uniquely bundled compilation CDs.

CDBundle is currently featuring the New *PC World* CD, the *PC World SuperCD for Digital Photography*, the *101 Greatest Windows XP Apps* and numerous additional Shareware CDs.



With additional CD bundles including *Games*, *Utilities*, *Business Apps*, *Internet Service Trials*, *Kids & Educational Shareware*, *Multimedia & Screen Savers*, *Financial & Productivity*, *Programming Tools & Telecom*, *Talking Software*, *Monitor & Protect*, and more, it's easy to see why CDBundle has become a must-visit site for price-savvy software shoppers.



## Call on Us!

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At DigitalSwift, there's nothing we enjoy more than talking about our work.

So if you're at work on a story about on-demand solutions including CD/DVD, manual, or software box solutions, or about the manufacturing and fulfillment industry in general, please feel free to contact us!

For a respected and "quotable" industry source, with intelligent commentary on manufacturing and fulfillment for the software or music industries, or for opinions on DigitalSwift's exciting activities, expansions, and achievements, please contact:

**Jason Foodman**

*Co-Founder and CEO*

(770) 922-4007

[Jfoodman@DigitalSwift.com](mailto:Jfoodman@DigitalSwift.com)

**Angela Mitchell**

*Publicist*

(904) 982-8043

[Amitchell@SwiftCD.com](mailto:Amitchell@SwiftCD.com)

And of course, don't forget to visit the DigitalSwift web site to browse its services and prices, at [www.DigitalSwift.com](http://www.DigitalSwift.com).

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DigitalSwift Corporation

[www.DigitalSwift.com](http://www.DigitalSwift.com)

1462 Eatonton Rd., Suite C  
Madison, GA 30650

**Phone:** (770) 922-4007

**Fax:** (866) 212-4076

**E-Mail:** [info@digitalswift.com](mailto:info@digitalswift.com)