



FOR IMMEDIATE RELEASE

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Endeavor Commerce Secures Funding

Dallas-based venture capital fund invests in market-leading eSelling company.

DALLAS, TX October 6, 2005 – Endeavor Commerce, a leading configuration software and eSelling solution provider for mid-size enterprises, and Green Peak Partners, LP, a Dallas-based venture capital fund announced today that they have agreed to a long-term financing partnership. The funding will be used to hire resources to implement Endeavor Commerce’s aggressive sales and marketing strategies and to increase software development production.

“Endeavor Commerce is growing at a rapid pace, and we needed a financial partner that could help us handle and accelerate our opportunities,” said Sean Myers, CEO of Endeavor Commerce. “Green Peak spent a great deal of time analyzing our business model, talking to our partners and customers and structuring a financial proposal that matched both our short and long term goals. With Green Peak on board, we are able to hire the technical resources we need to accelerate our development plans and implement sales and marketing strategies that will take our company to the next level.” Ryan Eller of Green Peak added, “We are excited about the prospects for Endeavor Commerce’s business as it grows its current configuration offerings and moves toward the release of SmartCatalog.com. We are confident that the current management team has the ability to turn Endeavor into an industry leader in eSelling and look forward to providing the company continued financing for the foreseeable future.”

Smart Catalog by Endeavor Commerce is the only configuration and eSelling solution offered by its software partners, Microsoft and Sage Software, to its thousands of customers around the world. Sample customers include CompUSA and HP, The Stanley Works, Tyco International, Cox Communications, Siemens in Italy, Mack Trucks in Australia and many other mid-size companies throughout North America. These customers have product and pricing offerings that are very complex and require a “Virtual Sales Engineer” to ensure all quotes, proposals and orders are fast and easy to create as well as 100% accurate. Endeavor’s Smart Catalog solutions help sales people sell more by quickly processing valid quotes, proposals and orders, and they help companies open new sales channels via retail kiosks and true “eSelling” Web sites.

“We are committed to helping divisions of Fortune 500 companies and mid-sized enterprises drive revenues and profits aggressively by eliminating complexity and costs in their quote to order entry processes,” said Sean. “We provide the market with the only comprehensive and affordable solution that leverages their CRM and/or eCommerce investment, and our track record proves that an investment in our solutions and our people produces immediate and significant ROI. Traditional configuration and eSelling solutions have been too expensive and difficult for mid-market companies to implement, but with Endeavor and its Smart Catalog solutions, the benefits of configuration and eSelling are now available to all companies of any size.”

Simultaneously, Endeavor Commerce has incorporated and is known as Endeavor Commerce, Inc. The newly incorporated company status creates more opportunity for sustained growth to fulfill Endeavor Commerce’s mission to provide industry leading interactive selling solutions.

To learn more about Endeavor Commerce, please visit www.endeavorcommerce.com.

About Endeavor Commerce, Inc.

Endeavor is a leading provider of Interactive Selling Solutions for mid-size companies and divisions of Fortune 500 corporations. Endeavor automates the quote and order process of complex products and services by combining configuration with CRM and eCommerce. Endeavor's Smart Catalog is the only configurator certified by Sage Software and Microsoft for their market-leading platforms.

About GreenPeak, LP

Green Peak is a venture capital fund in Dallas Texas helping high growth companies in the technology and healthcare market realize their goals with intelligent financing.

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