



PRESS RELEASE

FOR IMMEDIATE RELEASE

DBZ Moves to Electronic Catalogue

Divisible by Zero will formally launched its new electronic catalogue at the Australian Toy and Hobby Fair this week in Melbourne.

This represents a significant step forward for the industry as being the first time a local company has moved to principally electronic distribution of product information.

The catalogue is contained on a CD and features an off-line version of the DBZ web site, with an emphasis on duplicating the comprehensive product information available in the secure reseller section of their web site.

David Brennan from DBZ explained how it all came about:

"We have been growing so rapidly we were finding it difficult to keep our paper catalogue up to date. Coupled with this, a delay in finalising some of our range for 2002 resulted in us not having catalogues ready for the recent Sydney Gift Fair.

As a stopgap, we created a CD version of our detailed product information sheets, used by our agents, and offered these to customers as they visited us at the show. We were amazed at the response and as a result of this, we have decided to move to a CD based catalogue as a standard.

This offers significant benefit for our customers as we can now supply them with far more product information than would be possible if we remained with paper alone.

Most businesses now have a computer in the store, or at home, so accessing the information is no problem. We have upgraded and improved the information and built a more user-friendly front-end that should make it child's play for even casual computer users to use.

Of course, nothing beats a piece of paper for a quick reference and there are still some business owners that are not comfortable with the CD, so to supplement it we have invested our catalogue printing budget in a colour laser printer to enable us to produce a graphical price list to accompany the CD.

These can be produced on demand, and easily updated as we add new products to our range during the year. As they contain the basic product pricing details, and a small picture (thumbnail) of each product, they are also much easier for customers to use.

The CD even offers the capability to connect to our web site and get updates as they are issued."

Orders can still be placed via the traditional means, or alternatively those customers who want the flexibility of online ordering can still order DBZ products through G-Point and K-Point.

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