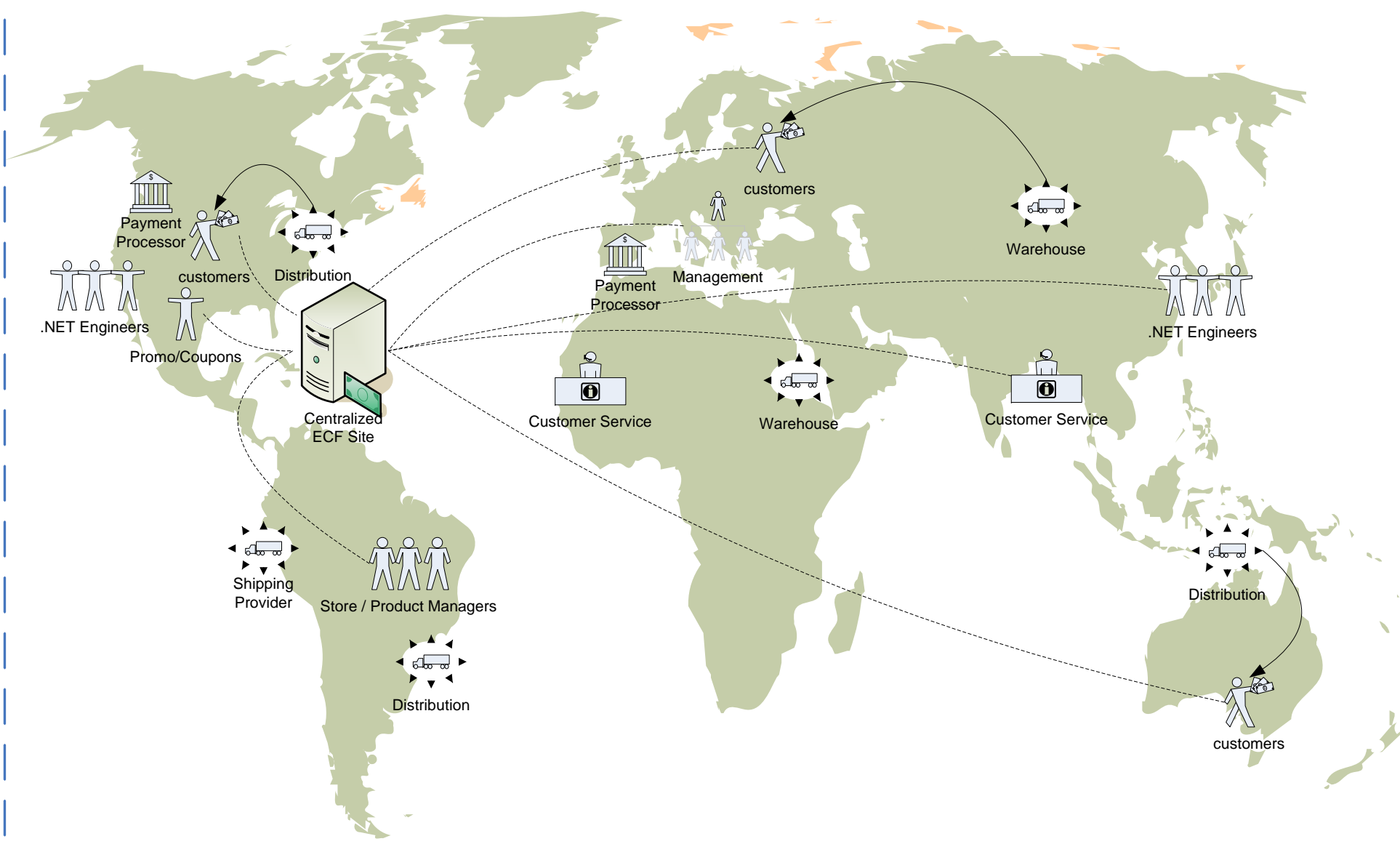




The ECF Supports a number of different implementation models ranging from simple Business to consumer web sites to more advanced global infrastructures all depending on your business needs. In addition, through our integration gateway's many external systems, internal processes, and business relationships can all be accommodated.

Below are several example implementation models for your review and there are many more. If you have a specific model you do not see here or want to explore with us, feel free to contact us or visit <http://www.mediachase.com> for the latest information.

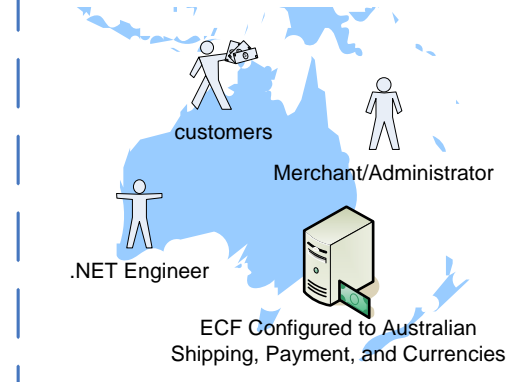
Distributed Global ECF Implementation with Centralized Site



ECF Solutions Providers Building Multiple different types of Commerce Solutions for Vertical Markets

ECF Solutions providers are experts in the ECF and many of them specialize in specific industries. Often, ECF solutions providers will extend or create solutions and implementation models based on their experiences in their particular vertical or industry. For more information on contacting our solutions providers directly or to become a solution provider for the ECF in your market, feel free to contact us.

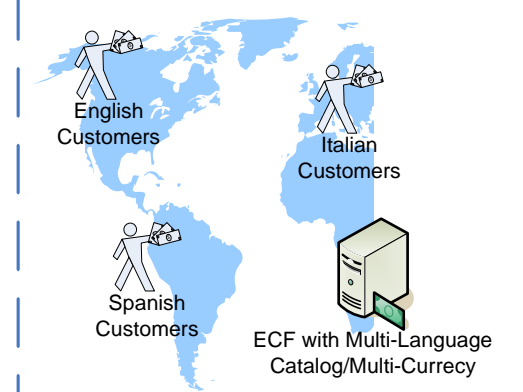
Simple ECF Site Implementation Single Country Focus (Example Australia)



In this example, a company in Australia has built an ECF web site to sell a catalog of 500 products and they are marketing and selling to customers specifically in Australia with an Australian payment gateway and shipping provider.

This is a simple standard implementation and can work in any country and for any business.

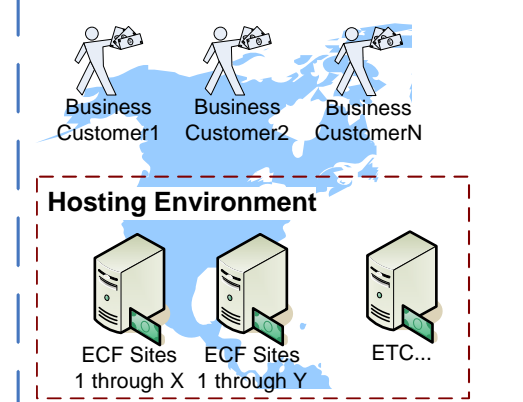
Single ECF Site With Multiple Language Catalog Implementation Languages Focus (i.e. English – Spanish - Italian)



In this example, a company has built an ECF web site to sell a catalog of 10000 products and they are marketing and selling to customers in multiple languages with the content, site design, and product catalogs are different for each "in-language" site.

Depending on the site/domain that a customer visits, the ECF will resolve the user to the language that meets there needs. The ECF can also detect the browser language and automatically do it.

Multiple ECF Sites Running in a Shared Hosting Environment ASP Provider Focused with Monthly Plans



In this example, a hosting company wants to add value added eCommerce solutions for their customers.

In this model, customers can have the hosting company provision an ECF site and then pay a combination of a one time charge and a monthly charge to operate and manage a complete commerce solution without requiring hardware, software or networking investments.