



3400 Peachtree Road, Suite 630
Atlanta, Georgia 30326
404.320.6900 - phone
404.442.5641 - fax
www.commercescience.com

FOR IMMEDIATE RELEASE

**Commerce Science Corporation Signs a Joint Venture Agreement with
Match2Blue of Mainz Germany, a Leader in Mobile Technology**

ATLANTA—October 31, 2012—Commerce Science Corporation (CSC), a leading provider of Internet-based eCommerce solutions has signed an agreement with Match2Blue GmbH (M2B) to provide state of the art mobile technology to CSC's eCommerce award-winning eStoreXpress platform. M2B provides mobile technology consisting of mobile user interface, Geocoding, Geofencing, push notification based on location, customer profiling with real time artificial intelligence updating profiles, product suggestions based on buying habits matched to available offers and more.

CSC's eStoreXpress is a unique eCommerce platform that connects eCommerce stores with a supply chain infrastructure. eStoreXpress is a Platform as a Service (PaaS) product, allowing CSC customers to provide their members, franchisees, customers or dealers with a personalized online eStore where they can sell products and services to their clients, without purchasing or managing inventory, processing orders or having any IT support to operate the eStore.

The Joint Venture agreement couples the best in class mobile technology with state of the art eCommerce technology. Commenting on the new alliance, Robert Helmer, CEO and Chairman of Commerce Science stated "customers are using their mobile device to search, shop and purchase items. By adding CSC's eCommerce engine to M2B mobile technology, we will be able to reach customers on their smart phones with relevant offerings and conclude the sale with a few clicks. CSC met with many mobile

companies before selecting M2B as our mobile partner. The decision to select M2B was an easy one after analyzing the features they offer; no competitor came close to equaling their features.”

The integration of the two technologies will allow M2B to add CSC’s eCommerce engine to their offering to M2B customers in Europe and other countries outside North America. Conversely it allows CSC the ability to incorporate mobile technology with all CSC customers in North America.

Commenting on the new J/V agreement, M2B’s CEO Holger Mannweiler stated, “many of our customers do not have eCommerce capabilities therefore the outbound messaging we provide requires the customer to visit the retail location to execute a purchase. By adding CSC’s eCommerce capabilities, we can deliver a turnkey solution for any company regardless of their size. eCommerce sales continue to expand worldwide, by adding CSC’s engine to our technology our value proposition to current and potential customers is greatly enhanced.”

For more information on how CSC and M2B can expand your business, contact Commerce Science Corporation at 404-320-6900 or info@commercescience.com.

Commerce Science Corporation

www.commercescience.com.

#

About Commerce Science Corporation — www.commercescience.com

Commerce Science Corporation is a leading provider of Internet-based ecommerce solutions. Using eStoreXpress, its flagship solution, an unlimited number of online eStores are connected to unlimited vendors in a seamless online shopping experience. Each eStore can be customized to create a unique "look and feel." Order processing, sales tax/shipping and handling calculation and payment to vendor, eStore owner is fully automated. Recognized as one of the top ten most innovative companies in Georgia, Commerce Science and its award-winning eStoreXpress provides eCommerce solutions to clients in various markets including associations, distributors and franchises.

About Match2Blue (M2B) — www.match2blue.com

With headquarters in Jena, Mainz and New York, we offer solutions for the entire mobile value added chain. As a technology company and IT service provider, we work hand in hand with companies of any size, agencies and mobile developers.

In innovative development projects, we will not only make your brand name mobile and alive. With information relevant to the surroundings, we will create a new “mobile” brand awareness in real time. As a technology partner for developers and agencies, we provide high-capacity SaaS with business logistics for mobile development.