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## FOR IMMEDIATE RELEASE

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### **Commerce Science Announces New Division**

*Leading e-commerce provider agrees to establish new J/V Company with a leading Marketing Firm*

ATLANTA, GA (March 2013) – Commerce Science Corporation, a leading Software as a Solution provider of e-commerce technology, is pleased to announce the signing of an agreement with M3 Digital, a WSI marketing company.

Robert E. Helmer, CEO of Commerce Science Corporation, announced on March 1, 2013 that the two companies have agreed to form a J/V company under the name TechDogs LLC. As primary provider in the WSI digital solutions network, M3 has designed and managed successful digital marketing campaigns for some of the largest companies and associations around the world.

Darryl Chenoweth, Managing Director of M3 stated, “TechDogs is uniquely capable of handling the marketing and management challenges of distributed organizations like franchises; the TechDogs platform was built to meet the challenges franchisors face trying to effectively market in hundreds and thousands of disconnected markets. Our solution design allows the franchisor to centrally control an unlimited number of franchise businesses and online stores”.

Commerce Science offers a state of the art eCommerce platform that allows franchisors to efficiently operate hundreds and thousands of unique franchise stores. TechDogs ups the ante by allowing franchisors to manage franchisee websites in the same fashion. With the TechDogs solution franchisors will easily manage local SEO and use powerful digital marketing tools that are controlled corporately and delivered locally.

“We are thrilled to have M3 as a partner”, stated Mr. Helmer. “Their expertise in digital marketing means that TechDogs clients will have technology and marketing programs allowing their franchisees to generate higher revenue. With the whole world moving to online commerce, TechDogs is perfectly positioned to provide the tools needed in the franchise industry.