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## AMS FULFILLMENT PARTNERS WITH OPTIMUM RETURN

*AMS chooses Optimum Return to Manage web services*

Los Angeles, CA — August 12, 2004 — AMS (Advantage Media Services), full service fulfillment, partners with Optimum Return ([www.optimumreturn.com](http://www.optimumreturn.com)), a leading provider of web enabled e-commerce products and services, to provide unrivaled next-generation e-commerce services.

Optimum Return, LLC, headquartered in Dallas, Texas, is a culmination of a decade of experience creating over 100 business-to-business and business-to-consumer e-commerce web sites and extensive collaboration between consultants and users of e-commerce products, direct marketing services and various back-end systems including Dydacom's Mail Order Manager (M.O.M.). Optimum Return's flagship product, the Optimum Return Merchant Suite™ (ORMS™), utilizes state of the art technology to provide feature-rich e-commerce solutions that are secure, flexible and scalable.

ORMS™, teamed with the company's extensive experience, provides an unrivaled set of next-generation e-commerce products and services. ORMS is an integrated e-commerce system designed to provide customers with the highest levels of functionality, ease of use, flexibility, scalability, security and marketability. ORMS is an integrated system including basic and advanced web stores, modules for increasing e-commerce functionality, an advanced administrative interface, web analytics, reporting features and high-availability hosting. The system includes many innovative functions, such as built-in search engine optimization and source code tracking for determining return on investment on various marketing media.

Optimum Return was founded by Doug Walz along with a group of seasoned customers, consultants and developers in 2002, all of whom have nearly a decade or more of experience

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with e-commerce and the direct marketing industry. This experienced team acquired the intellectual property of CyberKatz Consulting, Inc. (also founded by Mr. Walz in 1996) to take e-commerce to the next level for direct marketers. Mr. Walz himself has over 20 years of experience in the direct marketing industry and has held a number of high-level positions, such as Chief Technical Officer of Cyberian Outpost (now Fry's Outpost.com).

“We couldn't be more pleased to be partnering with AMS,” said **Doug Walz, founder of Optimum Return**. “The strategic relationship between the two companies brings the direct response industry an outstanding array of e-commerce and fulfillment solutions. Both companies have high levels of expertise in their respective areas, not to mention a commitment to excellence and long-term experience with direct marketing. All the way around, it's really a winning combination.”

Ken Wiseman, AMS' Managing Partner and CEO added, “Providing up to date, state-of-the-art e-commerce services such as web sites, shopping carts, credit card processing and reporting takes a full time dedicated team of professionals. We found that outsourcing these activities to a world class provider such as Optimum Return allows AMS to provide the full suite of services while concentrating on what we do best: direct to consumer order fulfillment and retail distribution. We're very proud of the strategic relationship formed with Optimum Return.”

### About AMS

AMS (Advantage Media Services), managed by partners Jay Catlin & Ken Wiseman, is a major full-service fulfillment provider with unique expertise in packaging and distribution services, including DRTV, eCommerce and Direct-to-Retail product fulfillment. AMS offers service solutions for both retail and consumer programs, including Fulfillment and Distribution, Large Scale Assembly, Order & Inventory Management, Logistics and Returns Processing services. DVD/CD replication (and associated printing services) are also provided by AMS.

For more information, call 661-775-0611 or visit [www.amsfulfillment.com](http://www.amsfulfillment.com)