First Junior Fashion E-Tailer 'Talks' to Its Online Customers with LiveContact

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Airshop Offers Live Internet Customer Service with LiveContact from Balisoft

NEW YORK, June 10 /PRNewswire/ -- Airshop Ltd., the leading online and catalog retailer for teenage fashions, today announced that it will offer live customer service at its Web site, http://www.air-shop.com, using the award-winning Internet Customer Service solution, LiveContact from Balisoft Technologies Inc. Airshop Web pages that include information such as FAQ's (Frequently Asked Questions) or host merchandise order forms will now include the LiveContact icon. When the customer clicks on the icon, LiveContact sends the customer into the future of Internet commerce -- one in which the customer and vendor can engage in a live text or voice chat to conclude a transaction.

Airshop recognized Balisoft LiveContact as a strategic component to growing its e-business. "As an online retailer, we believe that part of our responsibility is to reduce the anxiety of the first-time purchaser, and in this process, to develop a one-to-one relationship with our visitors that will ultimately create loyal customers," said Bonnie Gringer, Vice President of Airshop. "The only way to do that is to have excellent customer service that is live and available in real time. LiveContact fulfills this mission."

Designed to provide live, real-time contact between customers and vendors, LiveContact fosters an environment of personalized interaction -- via text, voice chat, and visual encounters -- that is increasingly becoming a strategic necessity for online commercial enterprises.

"Online retailers are in the midst of aggressive customer acquisition campaigns," said Nicole Vanderbilt, Director of E-commerce Group, Jupiter Communications. "In a recent Jupiter survey, we found that online female users are more valuable to online vendors both in terms of loyalty and in terms of real revenue." Jupiter estimates that US online sales for clothing and accessories will grow from $7.1 million in 1997 to $124.5 million by the year 2000. "Once women are converted to online buyers they become very active buyers," continued Vanderbilt. "Sixty-two percent of online buyers who made multiple online purchases since January 1, 1998, were women, while men represented only 38% of that

active buyer base. Companies who spend on technology to acquire online female shoppers will be rewarded with an active and loyal customer base."

"LiveContact is changing the way we look at business on the Internet," said Balisoft Technologies CEO and founder, Mark Skapinker. "The Internet is no longer a catalog of static sites, dispensing products like some kind of virtual vending machine. The only way to generate real revenue on the Internet is to establish intimate and personal relationships with users. And with LiveContact, Airshop is poised to do just that."

"When we first saw LiveContact I knew that this was our solution," said Dominique Camacho, President of Airshop. "With LiveContact on our site as an online customer service assistant, we expect our sales to increase. We will have the means to tap into the surfers who are simply looking and turn them into buyers. We are very excited by the opportunity to be the first online retailer to offer this service to consumers."

About Balisoft

Balisoft Technologies Inc. (http://www.balisoft.com) has "humanized" the way goods and services are traded on the Internet, by providing solutions that enable companies to elevate customer service to the forefront of e-tailing. Its LiveContact Internet Customer Service solutions are the first of their kind which will enable businesses to directly communicate with consumers on the Internet, making it possible to offer live, personal contact as an essential component of the Internet commerce experience. Mark Skapinker, former president and co-founder of industry leader Delrina Corporation, which revolutionized business communications with its WinFax brand computer fax software, founded Balisoft in 1997. Headquartered in Toronto, Balisoft Technologies has offices in San Francisco, Chicago, Washington and Tel Aviv, Israel. Balisoft can be contacted at 416-256-1419 or at info@balisoft.com.

About Airshop

Airshop, Ltd. headquartered in Greenwich Village, New York City, is an online junior fashion retailer and direct marketing print catalog created by Dominique Camacho and Fondue Design. Originally launched at Fashionmall.com in July 1996, Airshop immediately became the number one site, generating over 75% of all sales at the virtual mall. Airshop's site at http://www.air-shop.com registers about 4 million hits a month, while its print catalog is mailed to 1.5 million homes per season. Airshop maintains worldwide recognition from a sorority of teenagers from as far away as Moscow and Bangkok making online purchases, reading articles, chatting with online pen-pals, submitting artwork and poetry, and getting advice from Airshop's on-staff big sister at "Planet Kiki".

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SOURCE Balisoft Technologies Inc.

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