



Digital River Launches Global, Multi-Channel E-Commerce Operations for Electric Apple

Digital River, Inc., June 23, 2004

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Digital River, Inc. (NASDAQ: DRIV), a global leader in e-commerce outsourcing, today announced that it is providing Electric Classroom, a division of Electric Apple, with a global, multi-channel e-commerce solution. Based on the agreement, Digital River is supporting the North American and European online marketing and sales of Electric Classroom's online training courses. Digital River is hosting Electric Classroom's branded online store accessible at <http://electric-classroom.com>. Digital River's solution also provides Electric Classroom with access to an online sales network, comprised of hundreds of online retail, content and portal sites.

PR9.NET June 23, 2004 - "During the past decade, we have worked with thousands of companies worldwide to build successful online businesses and create a multi-channel e-commerce solution that we believe is unparalleled in the industry," said Dave Alampi, Digital River's vice president of marketing. "Our comprehensive e-commerce and e-marketing best practices, as well as our powerful online network can help our clients not only quickly and efficiently open new sales channels, but also reach a broader base of customers. Our global, multi-channel e-commerce solution includes a robust set of tools and tactics designed to help our clients increase sales across their e-commerce initiatives."

Digital River is providing Electric Classroom with access to its online sales network and also handling all of the services necessary for running the company's branded e-commerce site. These e-commerce services include order and Value Added Tax (VAT) management as well as customer service, fraud prevention and e-marketing services.

Electric Classroom's online store is targeted at adult students and professionals who want the convenience and self-paced learning that online courses can offer. The site offers hundreds of courses in areas such as quality, project management, e-mail protocol, software and desktop, international marketing, information technology, sales training, customer service, health and safety, business communications and e-commerce. The courses are designed to be user-friendly and operate with either a high- or low-speed modem.

"By outsourcing our e-commerce operations to Digital River, Electric Classroom is able to reduce the risk and capital investment it takes to launch and manage an international online business," said Nancy Hendrickson, Electric Classroom's vice president of operations. "Digital River's online sales network and e-commerce platform will help us reach a broad range of online learners while cross-selling to those interested in business and software. We couldn't begin to market on such a powerful level without Digital River."

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About Electric Classroom

Electric Classroom is a division of Electric Apple, a Twin Cities-based company dedicated to pioneering innovative methods of increasing marketing and training communication effectiveness and efficiency, with a focus on high quality e-Tools and e-Learning. As a creator of custom online e-Learning courses for corporations and organizations, the company is responding to a strong need for general online courses of popular interest to professionals and computer users. Over the past several years, they have partnered with other high-quality online learning designers to offer an extensive list of user-friendly courses, some available in Spanish and French.

About Digital River, Inc.

Digital River, Inc., a global leader in e-commerce outsourcing, builds and manages online businesses for more than 40,000 software publishers, manufacturers, distributors and online retailers. Its multi-channel e-commerce solution, which supports both direct and indirect sales, is designed to help companies of all sizes maximize online revenues as well as reduce the costs and risks of running an e-commerce operation. The company's comprehensive platform offers site development and hosting, order management, fraud prevention, site merchandising, advanced reporting and analytics, product fulfillment, e-marketing and multi-lingual customer service.

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