



Digital River Launches Online Store for Wolverine Data

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Digital River, Inc. (NASDAQ: DRIV), a global leader in e-commerce outsourcing, today announced that it signed an agreement with Wolverine Data, a manufacturer of data storage, digital photography and accessories. Based on the agreement, Digital River built and recently launched Wolverine Data's online store, located at www.wolverinedata.com, to support the sales of its personal computer peripheral products and accessories. Digital River not only hosts the online store, but also provides order management, product fulfillment, 24x7 customer service, e-marketing and fraud prevention screening.

PR9.NET June 17, 2004 - "With ten years of experience in managing the online operations for thousands of companies worldwide, we've developed the e-commerce expertise and reliable infrastructure that companies look for," said Dave Alampi, Digital River's vice president of marketing. "We've learned what strategies to use to help companies reduce risk, increase efficiencies and drive sales on their online stores. By leveraging our e-marketing best practices, we can help companies increase close ratios by creating and implementing promotions that attract highly motivated, targeted customers."

Wolverine Data's online store features an assortment of products, ranging from external hard drives and USB flash drives to digital cameras, accessories and downloadable software. Online shoppers also can find a variety of promotions, including opportunities to upgrade a product or purchase a complementary product at a discounted price. The site, which runs on Digital River's world-class e-commerce infrastructure, reflects Wolverine Data's brand and offers customers a 24x7 channel for purchasing products directly from Wolverine Data.

"We outsourced our e-commerce operations to Digital River because of the company's demonstrated online expertise, powerful e-commerce platform and e-marketing strategies for increasing our sales," said Matt Mardini, Wolverine Data's president. "Since our online store launched, we've aggressively used Digital River's e-marketing tools and tactics to offer our customers the best prices on our products. As a result, our sales, close ratios and customer base have all grown while we've concentrated on doing what we do best – delivering the best products for our consumers."

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About Wolverine Data

Wolverine Data is a manufacturer of data storage, digital photography and accessories. Wolverine Data products empower users to effortlessly safeguard and expand data storage. Its focus is to simplify how people can backup, capture and share critical information, treasured movies, photographs and music.

Wolverine Data products are an evolution from a company that has been in the forefront of information technology business since 1985. For the past 19 years, it has designed and built hundreds of products for world-renowned Original Equipment Manufacturers (OEM's).

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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