



# Digital River Announces its Seventh Network Summit for E-Commerce Clients

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*Digital River, Inc. (NASDAQ: DRIV), a global leader in e-commerce outsourcing, today announced that its semi-annual Network Summit is scheduled for May 5-6, 2004, at the Four Seasons Hotel in Newport Beach, California. The event offers clients within Digital River's Sales Network an open forum for building joint marketing and sales partnerships as well as more than 40 educational sessions focused on revenue generation. Summit attendees will learn how they can expand their online businesses using e-marketing best practices, global e-commerce markets, online retail channels, digital rights management, and direct and try-before-you-buy sales models.*

PR9.NET April 02, 2004 - "One of the most powerful business building tools that we can offer our clients is access to Digital River's Sales Network," said Joel Ronning, Digital River's CEO. "By leveraging this network of tens of thousands of publishers, online retailers and portal sites, our clients can create joint marketing and sales opportunities to open new markets, broaden product distribution and create incremental revenue streams. Along with a substantial educational program, our Network Sales Summit provides the perfect forum for facilitating these important relationships and helping our clients generate results for their online businesses that would otherwise be difficult and cost prohibitive for them to achieve on their own."

During the last several years, thousands of joint client promotions have been defined at Digital River's Network Summits. At the event, Digital River clients can attend pre-scheduled meetings to discuss marketing partnerships. Based on these partnerships, clients agree to host each other's products online then market and sell the products to their respective customer lists in exchange for a shared revenue arrangement. Digital River's last Network Summit produced more than 500 third-party agreements and millions of dollars in online revenue.

"There is a tremendous amount of power not only in Digital River's network, but in the complete package of marketing and sales tools the company delivers to its clients to help them grow their online businesses," said Andrew Tull, executive vice president of sales and marketing at BioNet Systems, LLC. "We have found the two-day summit to be a highly effective and efficient time for education and strategy setting. It is a venue that has helped us maximize our e-commerce results."

Digital River's spring summit is being co-sponsored by Excite, Ominpoint Marketing, LLC, ScanAlert, Inc. and TradeDoubler. The summit features guest presentations by representatives from eBay Inc., Levin Consulting and other industry leaders. For more information about the event or to register, contact Cindy Lou Ferris, Digital River's marketing manager, at 952-253-8502. Digital River plans to hold its eighth Network Summit in the fall of 2004. Details about this summit will be announced at a later date.

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## 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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