



Digital River Expands Matrix Games' E-Commerce Operations

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Digital River, Inc. (NASDAQ: DRIV), a global leader in e-commerce outsourcing, and Matrix Games (<http://www.matrixgames.com>), today announced that the companies expanded their existing e-commerce agreement. Based on the new agreement, Digital River re-designed, built and recently launched Matrix Games' e-commerce site, located at www.matrixgames.com, to drive targeted traffic and support the online sales of its popular gaming software. Digital River has also built and launched international e-commerce operations for Matrix Games, including an online store supporting the company's European business.

PR9.NET March 24, 2004 - "By managing the online businesses of nearly 35,000 companies worldwide, we have developed the e-commerce best practices and tools that can help companies be more strategic and effective at growing their online businesses," said Dave Alampi, Digital River's vice president of marketing. "To help our clients attract qualified online shoppers from their target markets, we analyze and track the performance of their sites. Then we work with them to devise plans that can turn their sites into lucrative sales channels. This often involves collaborating with our clients to re-design their sites, adding international e-commerce stores and implementing targeted e-marketing programs."

Matrix Games' online store features all of its software game titles, including Korsun Pocket and Uncommon Valor. To help Matrix Games create a superior online shopping experience, Digital River is leveraging its international e-commerce suite to provide site hosting, order management, digital and physical software delivery, customer service, fraud prevention and supporting multiple payment options. Online shoppers can purchase Matrix Games' software using the Euro and the British Pound Sterling on the company's new European e-commerce site, and the U.S., Canadian and Australian dollar on its expanded domestic site. In addition, customers can select from multiple payment options, including credit cards, money orders, checks and wire transfers. Digital River's assorted functionality gives Matrix Games' customers the ability to pre-order games before they are available for shipment.

"In Digital River we have found a business partner that can help us meet the needs of our expanding domestic and international online business," said David Heath, president of Matrix Games. "The company's relationships with third-party fulfillment agencies lifted a barrier of entry into the European market for us. The risk and investment involved in establishing our own relationships previously were a deterrent. Now with Digital River's help, we can cater to our global client base, further establish our international presence and focus on growing our business."

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About Matrix Games

Matrix Games produces, markets and publishes historical war games as well as other computer gaming products. The company is based in Woodbridge, New Jersey.

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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