

# On-Line AdVentures

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providing timely  
information for  
our partners,  
friends and  
associates

Third Quarter 2010

Building Successful Companies Since 1993

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## GAP Inc. Partners With FiftyOne

### FEATURED PARTNERSHIP COMPANIES

401kExchange

Cognitor

E4X

FiftyOne

Alice.com

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Gap Inc. has for the first time offered international shipping to 55 countries, allowing people in Australia, Mexico, Brazil to order from its brands and allowing the company to test the market for its brands overseas.

The company said in a news release Thursday this marks the first time people outside of the U.S. can buy items online from Gap, Banana Republic, Old Navy, Athleta and Piperlime.

E-commerce division president Toby Lenk said

the technology has evolved to where the company can meet the international demand. He also said online sales are a way to test the market for brands outside of the U. S.

The company partnered with international e-commerce expert FiftyOne on the effort. Customers can get their order totals in their own currency, along with international duty, tax, and delivery costs, with a guaranteed exchange rate.

FiftyOne will ship the items to customers.

FiftyOne's turnkey solution can help online retailers reach more than 1.4 billion online consumers in 91 countries.

[WWW.FIFTYONE.COM](http://WWW.FIFTYONE.COM)

**fiftyone™**

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## Alice.Com Featured In The Following Media:

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rachaelray

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® 14504 Marsh Island  
Suite 200  
Jacksonville Beach, FL 32250  
904-273-8290 904-273-8252 FAX

*On-Line AdVentures is produced and published by Steve Getsy (sgetsy@on-lineventures.com). Your comments and suggestions are welcome.*

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## Alice.com In The Wall Street Journal

The following are excerpts from a January 12 WSJ article by Ellen Bryon:

Makers of household products like diapers and detergents, eager to build links more directly with consumers, are about to get another option for selling their goods online. Alice.com, a privately held start-up that already runs an online market for household items, has unveiled a new service today providing merchandising, checkout

and shipping services for companies that want to sell products through their own Web sites.

Alice.com's expanded tools for manufacturers follow announcements in recent months by Wal-Mart Stores Inc. and Walgreen Co. that they are increasing their online selling capabilities.

"Think about all the pressure [consumer-product makers] are under, from media fragmentation to retailers developing their

own brands," says Robert Tomei, president of consumer and shopper insights for research firm Information Resources Inc. "They're losing the ability to maintain their brand equity; this is a way to re-establish their communication with consumers.



Everyone *needs* an Alice.

On-Line Ventures is a leading private equity firm that has helped develop dozens of information technology companies and assisted in exit transactions having a total value of over \$450 Million. Currently the company is looking to help develop buyout opportunities in the outsourced business services area, early stage opportunities in the eCommerce market, and latter stage opportunities in any segment of the online industry. Please contact Steve Getsy (sgetsy@on-lineventures.com) or (904-273-8290).

## From The Desk Of Steve Getsy



2002=\$300,000  
2006=\$600,000  
2010=\$200,000

There is an old Chinese proverb that says "may you live in interesting times". Well I guess that two major economic "bubbles" in a decade constitutes interesting times. The first "Internet Bubble" has been thoroughly analyzed. But what about this latest "Financial Bubble"? The causes are varied and depending on your political views hardly anyone agrees on what the causes really were. I'll take a stab at giving my view.

First we had an asset boom/bust bubble fueled by easy money working through cheap credit making housing assets appear more valuable than they really were. Government policies to promote "affordable" housing led to loans being made with little or no down payment and sure to fail underwriting standards. This time when this bubble burst it brought down the entire economy. And even Warren Buffet says he didn't see it coming. Now the reaction to this recession has been extraordinarily tight credit, a deleveraging of the financial system, a liquidity crisis, high unemployment and a meager recovery (so far). What to do?

Well, I believe markets are quite resilient, but we must let them recover and promote a pro growth agenda. There is so much uncertainty in the business world today that leads to stunted growth scenarios in virtually all industries (except government!). The private equity industry will continue to play a leadership role in this recovery as it always has.

