

On-Line AdVentures

The newsletter of
On-Line Ventures,
dedicated to
providing timely
information for
our partners,
friends and
associates

2005

4th Quarter

On-Line
ventures

E4X & TRANSFIRST ANNOUNCE AGREEMENT

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PARTNERSHIP
COMPANIES

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401kexchange.com

Cognitor
cognitor.com

E4X
e4x.com

NameProtect
nameprotect.com

Visit Our Website:
on-lineventures.com

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(904)273-8290

Email:
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New York, NY - September 6, 2005 - E4X, Inc., the leading provider of online multi currency services and TRANSFIRST, a premier provider of transaction processing services and payment enabling technologies announced that merchants using TRANSFIRST's payment processing services now have the opportunity to increase their global sales by selling to global customers in local currencies. Merchants using TRANSFIRST's suite of payment processing solutions now have access to E4X's unique patented technology and multi currency services for



managing global sales, including all aspects of foreign exchange. E4X's solution benefits merchants by:

1. Enabling the display of final prices in a wide range of currencies, enhancing the shopping experience for consumers from Europe, Asia, Australia and the Americas
2. Eliminating all foreign exchange risks and providing guaranteed exchange rates,

so that both merchant and customer are protected from currency fluctuations;

3. Minimizing the costs of doing business globally - no need to maintain multiple banking relationships, convert funds or monitor rates;
4. Simplifying processes - reconciliation and reporting of all information, currencies and transactions including support for accounting and auditing requirements.
5. Quickly and easily implement technology, which immediately impacts the bottom line.

www.E4X.com

E4X
Expand Globally™

NameProtect Launches Breakthrough ActiveIP

ActiveIP™ is a breakthrough technology launched by NameProtect Inc.® that provides customized search engines for business professionals. This technology represents a major advancement in online search, providing business professionals with Internet search capabilities customized to their needs. As a leader in integrating Internet content into the trademark search and protection process, NameProtect has dramatically expanded the depth and breadth of its Internet coverage within the *ActiveIP*™ platform, including providing *ActiveIP*™ users with searchable access to NameProtect's *Internet Intelli-*



gence Index of web pages in a robust and highly functional online environment. This new online platform is designed to help trademark professionals with the number one challenge they face today—how to deliver efficient and competitive trademark clearance and protection services in the face of increasing demands on their time, shorter trademark protection cycles, and increasingly diverse and expanding sources

of trademark data. NameProtect's *ActiveIP*™ platform will allow users to seamlessly integrate references from both traditional trademark data and fast changing Internet sources, review that data within an interactive and collaborative environment, and generate opinions and other forms of work product in an efficient and highly automated fashion.

www.NameProtect.com

Introducing
ActiveIP
SimplySMART™



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

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Feature Company
Mission: Cognitor

Cognitor provides solutions to enhance the quality of your customer service organization through improved management and delivery of customer resolutions across all customer channels and service level analytics to measure efficiency and efficacy of service delivery.



401kExchange Entering 10th Year Of Service

Since 1996, 401kExchange has helped employer plan sponsors, retirement advisors, and 401k service providers make intelligent decisions about retirement plans with industry leading market intelligence and analysis.

401kExchange provides the information and analytical tools needed to ensure sound, yet cost-effective retirement plans.

401kExchange.com has developed the world's only online, customized 401(k) industry Exchange, ratings, and due diligence research service, specifically created for the benefit of 401(k) Retirement Advisors, Plan Sponsors and Service Providers. Employers are entitled to complimentary access to our Member Services upon

the completion of our Employer Registration Survey.

- Retirement Advisors are entitled to selected access to our Member Services upon completion of our Retirement Advisor Registration Survey. Employers are entitled to complimentary access to our Member Services upon the completion of our Employer Registration Survey.

www.401kExchange.com



On-Line Ventures is a leading private equity and management consulting firm that has helped develop dozens of information technology companies. Currently we are 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

Mason Wells Executive Operating Partner

I am pleased to announce the expansion of On-Line Ventures' relationship with our partners at Mason Wells, who have just raised their new Buyout Fund II. Along with two other senior executives, I will be taking on the role of Executive Operating Partner for this fund. In this position, I will be assisting with the identification, management and business operations of some of the Fund's invest-

ments. We are looking for buyout opportunities in the information technology segment, especially business processing outsourcing companies. Please contact me to discuss these types of opportunities.

Consulting and Corporate Governance

We continue to look for opportunities to help build world class information technology companies through consulting arrangements and/or board membership. Please contact me directly

if you know of any opportunities where we might be able to help.

Executive Board Search

We are expanding our services to include executive search for members of boards of directors. Please let us know how we can help find the right board member for a company you know.

