



April 12, 2007

Dear Advantage Customer,

I would like to share with you some exciting news regarding Advantage Business Computer Systems. Effective April 6, 2007, Advantage has joined the eCommerce Industries, Inc. (ECI²) family of companies.

ECI² is a collection of businesses that share a common vision on how to service independent minded companies with specific industry needs. ECI² companies provide ERP business systems, e-commerce, and mobile/route logistics solutions to a number of these industries including dealers and distributors of office products, contract office furniture, office machines & equipment, janitorial & sanitary products, industrial paper, and many others. ECI² is a privately held company and is headquartered in Fort Worth, TX.

Since ECI² did not offer a solution for the markets that Advantage serves, Advantage software will be the flagship product for these industry segments. Advantage and its employees will be a tremendous addition to the ECI² family. Together, we can grow more quickly and provide greater value to our customers.

What does this mean to you? First and foremost, it will be business as usual here at Advantage. The software you use to operate your business is not going away and our commitment to our customers and our employees remains unchanged. We will continue to market and support our products with the current employees, who will maintain and support the Advantage products from our headquarters in Big Sandy, TX.

ECI² brings to the table an array of resources which will complement Advantage products by delivering new functionality, increased focus on marketing, and customer-centric activities such as user meetings and an advisory council. We are very confident that this new partnership will help position Advantage as the premier solutions provider for your industry.

In short, Advantage will continue to provide what you have come to expect — reliable software backed by excellent service and support from the same people you have always counted on.

We are enthusiastic about the future and look forward to continuing our business relationships with our customers. I know many of you will have questions about this — more than I have space to address here. Additional information can be found in the FAQ accompanying this letter. If you would like to discuss this further, feel free to contact us. We will be happy to answer any questions you may have.

Sincerely,

Gregory K. Matatall
CEO



eCommerce Industries, Inc.



FAQ

What has occurred?

eCommerce Industries, Inc. (ECI²), a premier developer of industry-specific business operations software, headquartered in Fort Worth, TX, has acquired Advantage Business Computer Systems, LLP, based in Big Sandy, TX. Advantage is a leading provider of business system software and related technologies.

What are the terms of the acquisition?

The acquisition was completed on April 6, 2007. Because both companies are privately held, the specific terms have not been disclosed.

Why did Advantage join ECI²?

Combining Advantage's resources, experience, and industry knowledge with those of ECI² will allow the company to better provide its customers with the highly focused, industry-specific technology they require. During our discussions with Advantage, it quickly became apparent that we shared many common goals and practices. While the companies offer solutions to different vertical markets, the ability to adopt each others technologies will be mutually beneficial.

How will this affect the management team at Advantage?

While Advantage is now a subsidiary corporation of ECI², its day-to-day operations will be virtually unchanged. Advantage will continue its proven and successful philosophy of developing systems which help dealers achieve maximum profitability.

What will happen to the employees of Advantage?

The plan for Advantage is business as usual. The Advantage management and staff will continue to support all of the Advantage products from the company's headquarters in Big Sandy, TX.

What will happen to existing Advantage products and services?

Advantage has a great line-up of products and we plan to continue making these products available to the industry. ECI² will be making additional investments in Advantage, as well as assisting in the continued development of the technology.

Now that Advantage is part of ECI², whom do I call for support?

You will continue to call Advantage's Big Sandy facility, just as you always have. Support for Advantage products will be provided by the same employees you have always relied upon for answers to your questions.

Who do I call to purchase product accessories?

You will continue to call Sales & Marketing or Administration in Advantage's Big Sandy office.

Who do I call for questions regarding invoices?

Contact Advantage Administration for invoicing questions.

Will I be able to continue using the Advantage software or will ECI² require us to convert to other software?

You will still be able to use the same software you rely on today. As previously discussed, Advantage's software will be ECI²'s flagship product for your industry. At the same time, we will be leveraging the knowledge of the Advantage staff in future development projects as we continue to build new and innovative technologies.

What should I do if I have additional questions about the acquisition?

If you have additional questions relating to the acquisition, please contact Advantage. A member of Advantage's management team will be glad to discuss any questions you may have.