



Media Contact: Jani Spede
Phone number: (866) 669-2889
e-mail: jspede@spedepr.com

InfoCommerce Group Inc.
2 Bala Plaza, Suite 300
Bala Cynwyd, PA 19004
(610) 649-1200

FOR IMMEDIATE RELEASE

INFOCOMMERCE GROUP AND SHORE COMMUNICATIONS FORM ALLIANCE

BALA CYNWYD, Pa. & WESTPORT, Conn. --(Business Wire)-- May 5, 2004 --
Infocommerce Group Inc. and Shore Communications Inc. - both providers of content industry research, management consulting and industry events - announced today an agreement to collaborate in efforts to monitor and assess content industry trends and developments.

Under the terms of the corporate affiliation agreement, Infocommerce Group and Shore Communications consultants and analysts will work as a single team with clients of both companies to more fully address the diverse and growing needs of providers, purchasers and facilitators of content and enabling technologies. In addition, Infocommerce Group and Shore Communications will promote and sell each others' capabilities and content in a cooperative and coordinated marketing effort.

Russell Perkins, CEO and founder of Infocommerce Group, said, "The alliance that we have formed with Shore is an important component of ICG's coverage of the commercial database content industry. With the addition of Shore resources to ICG's efforts, our events and consulting services will be amplified by some of the most insightful and skilled analysts available today."

John Blossom, president of Shore Communications, said, "We at Shore are very excited to be working together with Infocommerce Group to form a wider and more sophisticated marketing network that will allow both Shore and ICG to service the needs of content marketplace professionals more effectively. Our teams have highly complementary capabilities and outlooks on how to maximize content value that will combine to deliver very powerful insights into the content marketplace."

ABOUT INFOCOMMERCE GROUP INC.

InfoCommerce Group provides consulting and research to its clients -- publishers of commercial databases from nearly 30 companies in seven countries. InfoCommerce Group also publishes *InfoCommerce Report*, produces the annual InfoCommerce Conference and the Models of Excellence list and identifies opportunities and

coordinates investments in early-stage database content companies. For more information please visit <http://www.infocommercegroup.com>, or call 610-649-1200, ext. 252.

ABOUT SHORE COMMUNICATIONS INC.

Shore Communications Inc. is a leading research and advisory service focusing on organizations that develop, purchase and use professionally-oriented content and the technologies that facilitate its use in individual and collaborative environments. Shore focuses on the complex interplay between content, technology and people that creates value for organizations and individuals in today's marketplace. Shore's research, commentary, private consulting and confidential advisory services provide valuable insights into the products, practices and behaviors that maximize the value of content and related technologies through all stages of its creation, organization, marketing, deployment and use. For more information about Shore Communications Inc., please contact John Blossom at 203-226-9488, jblossom@shore.com, or visit <http://shore.com/press/>.

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