

FOR IMMEDIATE RELEASE

Contact:

Bill Wrinn
The Portico Group
781-541-6503
bwrinn@theporticogroup.com

Matthew Malloy
Trellix Corp.
978-318-7203
matthewm@trellix.com

**Trellix Web Site Publishing Technology Now Within Reach
of Small ISPs and Hosting Companies**

*Topline Ventures Rolls Out Offering for Smaller Providers,
Giving Them Access to Leading Technology at Low Cost*

CONCORD, Mass. – October 23, 2001 – Trellix® Corporation, the leader in private label web site publishing technology, today announced an agreement with Topline Ventures Inc., a provider of revenue-building products for small ISPs and web hosting companies. Topline will serve as a distributor of Trellix web site publishing technologies, enabling service providers to offer individually-branded web site building solutions at a cost that supports easy entry into the rapidly expanding small business services market.

Through this partnership, Topline will host and provide the Trellix publishing platform with a subset of Trellix's powerful customization and integration features, created to meet the needs of most small ISPs and hosting companies. Over the last 12 months, Trellix has made significant strides in expanding its distribution through leading technology and infrastructure providers. This relationship with Topline extends Trellix's reach into a previously untapped portion of the small ISP and hosting company market.

The Topline solution is priced to include a low, one-time set up fee of \$5,000. ISPs or providers offering the web building service to their members pay only \$5.00 per month per user, regardless of fees charged. This creative pricing and distribution partnership nearly eliminates the set up fees and monthly minimums traditionally charged to larger providers, empowering small ISPs and hosting companies with industry leading site building capabilities.

“Trellix has the best web site publishing technology on the market, and based on my experience, I know that these capabilities will be well-received by both our customers and their end users,” said Robert Bray, CEO of Topline Ventures. “Both Trellix and Topline recognize what smaller hosting companies and ISPs need and we are delivering the ultimate hosted solution at a price that makes sense.”

Topline selected the Trellix publishing platform based on its extensive customization features and flexibility, including the ability to easily provision users from varying hosting companies and ISPs, regardless of authentication system.

“We continue to aggressively extend our distribution model around the Trellix publishing platform. Topline’s offering meets the needs of smaller hosting companies and ISPs that have been requesting our capabilities for some time,” said Don Bulens, CEO of Trellix. “By combining the Trellix platform with Topline’s strong and targeted reach, we are now enabling these providers to offer premiere web site building services in a scalable, cost-effective manner.”

For more information on the Topline web site publishing offer powered by Trellix, please visit www.toplineventures.com.

Trellix Web® Express—the cornerstone of Trellix’s web site publishing platform—is a full-featured, browser-based builder that enables users to create rich web sites. Trellix Web Express features vibrant, editable designs and sample content to speed the creation of high quality sites. Key features include “click-in-context” editing; automatic page linking and graphical navigation; Web Gems™ that enable builders to easily add interactivity and specialized web services, such as e-commerce capabilities, site promotion, custom forms and maps; site management tools to build and maintain multiple sites; and comprehensive integrated support. The Trellix platform also offers advanced tools for users who prefer to work directly in HTML or PC-based web design tools.

About Trellix

Founded in 1995 by technology visionary Dan Bricklin, Trellix is the leading provider of private-label web site publishing technology and managed hosting services. Trellix offers a suite of site building tools and services that enable users to easily create compelling, professional web sites -- regardless of technical ability. Innovative customization and integration capabilities, along with proven low-cost managed application hosting services, give small business and personal publishing providers everything they need to increase revenue and customer retention. Trellix's customers include nearly 30 of Media Metrix's top ranked web properties, including About, BizLand, CNET, InQuent, McGraw-Hill, Namezero, Printable, and Terra Lycos. More information on Massachusetts-based Trellix is available at <http://www.trellix.com>.

About Topline Ventures

Topline is a leading provider of private-labeled application services to small and mid-sized ISPs and Web Hosts. Topline partners with industry leading software vendors and then provides access to these applications on a cost-effective monthly service basis, thereby eliminating the significant upfront licensing and implementation costs from the equation. This model allows ISPs and Web Hosts to gain a competitive edge by providing best-of-breed applications to their customers that would otherwise be unaffordable. More information can be found at [**www.toplineventures.com**](http://www.toplineventures.com).

#

Trellix and Trellix Web are registered trademarks and Web Gem is a trademark of Trellix Corporation. All other trademarks are the property of their respective owners. All rights reserved.