



DSI Extends eCommerce Services to Include Site Search Solution

DeCare Systems Ireland adopts Celebros' search, navigation and merchandising solutions

April 11, 2006 (Cork, Ireland)— DeCare Systems Ireland Ltd (DSI), a leading software development and eCommerce solutions provider, and Celebros Inc., a leading international provider of advanced self-learning search, navigation, and merchandising solutions for eCommerce sites, announced today that they have formed a strategic partnership to provide DSI's online retailing customers with search and search-related solutions.

As the first European Amazon Certified Provider, DSI partner with the leading technology and ebusiness solution providers to offer the entire spectrum of eCommerce solutions that are necessary for online success. DSI selected the Celebros suite of solutions to be part of this complete offering.

John Murphy, Director of Operations commented; "We chose Celebros to provide the most cost-effective and precise advanced search and retrieval solution for our online retailing clients. Our clients can expect to increase their conversion rates, average order sizes and, ultimately, their sales. We look forward to working with the Celebros team in providing this additional service to our markets."

Celebros has been instrumental in dramatically changing the face of search and navigation in online stores, and impacting significantly on revenues and customer loyalty. Celebros clients such as T-Online, Ice.com, Figleaves, Avon.com and Camping World have boosted sales conversion significantly as a result. Already working with Celebros in the successful implementation for Avon.com, DSI will build on this experience to deploy similar Celebros solutions to their online retailing clients.

Celebros CEO, Michael Crandell, is enthusiastic about the addition of DSI to the growing list of international partners saying, "As an Amazon Certified Provider, DSI are widely respected for their expertise in eCommerce Solutions. They know what works online. So it brings me particular pride that they selected Celebros and our solution to partner with. Joining forces with DSI will bring bottom line benefits to our mutual customers through the complete eCommerce solution we provide."

About DeCare Systems Ireland Ltd

Established in 1998 and based in Cork, Ireland, DeCare Systems Ireland (DSI) (www.decaresystems.ie) focuses on designing and developing highly stable and performant IT systems for high profile Global clients. As the first European Amazon Certified Provider, DSI partner with leading technology and ebusiness solution providers to offer the entire spectrum of eCommerce solutions necessary for online success. Leveraging its core expertise on ebusiness solutions and its strategic partnerships, DSI delivers Site Design, Development, CMS, Analytics, Email Marketing, Site Search, Hosting, Site Performance and Affiliate Marketing. DSI Clients include: Avon, Expedia, Mastercard, Figis, Dorling Kindersley and many others.

About Celebros

Celebros (www.celebros.com) is the leading international supplier of self-learning search, navigation, and analytics solutions for eCommerce sites, headquartered in California. Through rewarding online search and navigation, Celebros solutions increase sales at eCommerce sites worldwide.