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## **IS.GROUP ANNOUNCES EASYFLIP INTERACTIVE FLYER WITH LINK TO DEALERS ONLINE ORDERING SYSTEM**

INDIANAPOLIS, IN—is.group, the industry's most progressive independent dealer group and the leader in providing value-added programs and services to its members, today announced with ActivePoint, technology leader in online rich media, the release of the EasyFlip flyer software for its members.

The EasyFlip software provides a dealer's customer the ability to browse, search and enlarge products in the flyer via an online, easy-to-use interface. The unique component of is.group's EasyFlip flyers, and what provides advantages over other software, is that EasyFlip links directly through to is.D-Force and is.D-Force2, the dealers' front-end website. This means that not only will a dealer's customer be able to have a great browsing experience, but with one click they will be able to place the product immediately into their shopping cart, ordering directly from the flyer. A customer can also order product from multiple EasyFlip flyers at the same time, while building the same order. In addition, customers will also have the option to email their order to the dealer by using the unique EasyFlip shopping list.

"We're very pleased to offer to our dealers this leading edge and truly one-of-a-kind software that supplements our printed marketing tools," said Janet Eshenour, Director of Marketing of is.group. "These online flyers are yet another is.group-provided tool that helps both our dealers and our vendor partners to reach their sales goals, and with the direct link into is.D-Force, or other front-end sites, it makes the buying process for the customer that much easier."

Diane Griffin, President of Radston's Office Plus, is currently using EasyFlip. In her view, EasyFlip brings additional value and service to Radston's customers. "Customers love this product! Now they can easily find our quarterly sales flyers all in one place, choose the items they need and place them into their shopping cart. The big boxes have electronic ordering products similar to these available for their customers – it is critical that we have this tool in our arsenal too!"

For further information about the EasyFlip Flyer software program, please contact Janet Eshenour at [eshenour@isgroup.org](mailto:eshenour@isgroup.org).

ABOUT IS.GROUP: Founded in 1977, is.group a leading global dealer organization providing marketing support and purchasing power for the independent dealer. The organization's members currently represent over 250 locations throughout the U.S. and 3 foreign countries. Collectively, is.group members produce \$2.5 billion in end-user sales from small to mid-sized businesses. For more information, please contact Cora Baker at is.group headquarters (Phone: 317-579-1111; e-mail: [cora@isgroup.org](mailto:cora@isgroup.org)) or visit the is.group web site at [www.isgroup.org](http://www.isgroup.org)).

ABOUT ActivePoint: ActivePoint, the technology leader in smart online catalogs and contextual search, is based in New York, NY with development facilities in Netanya, Israel. ActivePoint's online catalogs are configured to meet industry specific needs and utilize the latest in rich media functionality. The TX5 Discovery Engine emulates the human communications process. ActivePoint is a registered trademark of ActivePoint LTD.

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