

asknet announces partnership with Rebate Delivery, allowing asknet software vendors to use mail-in rebates as a new sales enablement tool

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Press release from: [asknet AG](#)

Karlsruhe, March 18, 2010 – asknet AG, recently ranked as one of Germany’s fastest-growing technology companies in Deloitte’s “Technology Fast 50” report, announced Rebate Delivery as its partner for worldwide purchase incentives/mail-in rebates.

Launched in early 2009 by a team of veterans from the software and eCommerce/ESD (Electronic Software Distribution) industry, Rebate Delivery is the leader in global mail-in rebate solutions for eCommerce. The company’s combination of traditional mail-in rebates with online sales of digital products has resulted in a patent-pending solution.

Applying the concept of a traditional mail-in rebate program to the international online marketplace requires a global rebate solution. Rebate Delivery has created a new patent-pending technology and service by combining global mail-in locations with global payment solutions, as well as robust rebate creation, fulfillment, and tracking solutions. Unlike the traditional mail-in rebate model, rebate forms are simple, no extra documentation is required, and consumers who mail in rebate forms are paid immediately.

“Adding the best-in-class on-line rebate provider Rebate Delivery to our portfolio of eMarketing services empowers our customers with even more innovative online marketing and proven sales enablement tools. Now software vendors partnering with asknet can use rebates as a discounting solution that yields the same kind of positive sales results retailers have been experiencing for years,” says Mark R. Begin, Vice President of Global Account Management at asknet Inc. “When rebates are done right, everyone wins: eCommerce companies’ revenues increase because gross sales are higher; vendors profit from low redemption rates; and consumers ultimately pay less for software while being introduced to more products via alternative offers.”

Jason Foodman, CEO of Rebate Delivery, explains, “Rebates are an excellent discounting and incentive method that work just as well online as in retail -- or better. The solution also takes advantage of the online nature of transactions to provide consumers alternative offers in lieu of claiming a rebate. Worldwide address verification is provided along with archiving of electronic copies of all collateral documents for support and reporting purposes.”

About asknet

asknet offers its clients customized outsourcing solutions for global software sales via the Internet. Founded in 1995 as a spin-off of the University of Karlsruhe, one of Germany’s most prestigious technical universities, the company has become the number two independent global provider for electronic software distribution. In addition to its fully integrated shop solutions for software publishers, the company develops and maintains portals for software distribution such as softwarehouse.de, one of Europe's largest platform for downloads of standard software. In 2008, asknet had sales of approximately 74.7 million euros. In 2009 the Karlsruhe company was named in the Deloitte Touche Tohmatsu “Technology Fast 50” ranking of the fastest-growing technology firms in Germany. Among its clients are well-known providers of specialty software such as CollabNet, DivX, F-Secure, Nero, Panda Security, Steganos, and NetObjects. asknet supplies software products to around eighty percent of German universities.

About Rebate Delivery

Rebate Delivery is a full-service global mail-in rebate solution which specifically addresses and enhances the sale of online goods. This patent-pending, groundbreaking service combines new technology and processes with a global rebate infrastructure. In addition, Rebate Delivery takes advantage of the online nature of transactions to provide consumers alternative offers in place of the rebates. Worldwide address verification, electronic copies of all collateral documents, and multi-language and currency support are native to the solution. Rebate Delivery is based in Atlanta, Georgia and is Safe Harbor Certified by the U.S. Department of Commerce. For more information visit www.RebateDelivery.com.

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