



FOR IMMEDIATE RELEASE

Second Bite, LLC
300 W 19th Street Terrace
Kansas City, MO 64108
Email: dcates@secondbite.com
Phone: 816-533-0409

Second Bite Secures Patent Pending Technology
(KANSAS CITY, MO - July 2004)

Second Bite, the global leader in shopping cart conversion technologies, announced today that it has secured patent pending status for its Second Bite integrated technology developed in response to the shopping cart abandonment epidemic that plagues online retailers.

"The strength of our platform gives online retailers a significant competitive advantage by giving them up to a 60% increase in revenue without any additional out-of-pocket expense, thereby leveraging their current online presence." said Tobias Teeter, President, Litmus Media, Inc.

About Us

Second Bite is the leader in order recovery and shopping cart abandonment technology. Its unique order recovery and shopping cart abandonment system gives companies the opportunity to recover sales lost due to high rates of abandonment.

Second Bite leverages the power of event-triggered e-mails based on consumer behavior to deliver timely, relevant messaging to online shoppers. Second Bite is located in Kansas City, Missouri and is a wholly owned subsidiary of Think Partnership, Inc (ticker symbol: [THK](#)).

For more information about Second Bite, LLC visit <http://www.SecondBite.com>.

All information, recommendations and suggestions appearing in this press release concerning the use of our products and processes are based upon tests and data believed to be reliable, however, it is the user's responsibility to determine the suitability of the products and processes described herein. Since the actual use by others is beyond our control, NO guarantee including MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, expressed or implied is made by Second Bite, LLC as to the effects of such use or the results to be obtained, nor does Second Bite, LLC assume any liability arising out of use, by others, of the product or processes referred to herein. Nor is the information herein to be construed as absolutely complete since additional information may be necessary or desirable when particular or exceptional conditions or circumstances exist or because of applicable laws or governmental regulations. Nothing herein contained is to be construed as permission or as a recommendation to infringe any valid patent.