

PRESS RELEASE

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ShopAtHome's New 'CatalogBonus!' Program Has Catalogers Abuzz Over Its
Potential To Find Them Online Customers With No Effort and No Financial Risk

Sharper Image, Lane Bryant, Eddie Bauer among major players flocking to pilot
program; simplicity, turnkey implementation, pay-on-performance cited as main
draws

GREENWOOD VILLAGE, CO - March 16, 2004 /Send2Press Newswire/ -- BelcaroGroup
Inc. (www.BelcaroGroup.com), parent of ShopAtHome.com and
ShopAtHomeSelect.com, announced today yet another innovative program to bring
qualified prospects home to roost quickly as full-fledged Internet buyers.

Called "CatalogBonus!," the program successfully integrates the technology
that powers BelcaroGroup's catalog request and online order programs with the
company's 18-year history of direct marketing savvy. The result is a customer
acquisition program unique in the catalog industry.

As catalog companies struggle to find fertile new sources of mail order and
Internet buyers at acceptable acquisition costs, the announcement came as
welcome news.

Marc Braunstein, BelcaroGroup founder and CEO, had this to say:

"The 'CatalogBonus!' idea is a simple one: use targeted direct mail and
Internet promotions to generate a steady flow of self-qualifying catalog
requesters. Then, offer them a hefty rebate if they purchase from that
catalog's website."

"Because we already had the capability to handle order tracking, record
keeping, check writing and customer service through ShopAtHomeSelect.com, it
was just a matter of leveraging existing technology and infrastructure for
CatalogBonus!

"It was a natural 'next step' progression for our two highly successful risk-
free Per Inquiry and Per Order programs."

BelcaroGroup's catalog clients have high praise for ShopAtHome programs.
Here's a sampling:

"Your marketing efforts on our behalf are evident by the ongoing and
significant monthly sales growth, most notably the 55% increase we
experienced between September and October 2003!"
Bobbie Zucker Bryson, Lillian Vernon Online

"Based on YTD performance, we are realizing a conversion rate (with
ShopAtHome names) that makes our program a success."
Cindy Marshall, Ross-Simons

For catalogers, CatalogBonus! is a marketer's dream-come-true because there's
no complicated set-up, no financial risk, no downside whatsoever.

In a nutshell, here's how CatalogBonus! works:

1. Prospects are drawn to ShopAtHome.com through major search engines, e-mail
promotions, word of mouth or through a ShopAtHome catalog (BelcaroGroup mails
millions of the "Catalog of Catalogs" annually).
2. A link at the ShopAtHome website whisks visitors to the new CatalogBonus!

section, where they'll find participating catalogs that offer a "Cash-back-with-online-purchase" incentive.

3. Visitors order the catalog, with the understanding that BelcaroGroup will send them up to \$10 just for making an online purchase of any size at the cataloger's website. ShopAtHomeSelect.com provides convenient links to participating catalogs.

4. Behind the scenes, BelcaroGroup forwards the customer's contact information, including an opt-in email address, to the catalogs the customer ordered. Simultaneously, it stores that contact information on the customer's own CatalogBonus! page.

5. Once the customer makes the initial purchase, BelcaroGroup e-mails the rebate notification immediately and then mails rebate checks quarterly.

"This is a win-win-win situation," says CEO Braunstein. "The cataloger gets a new customer with no effort and no financial risk; the customer gets a no-strings-attached personal check from us; and we get our commission for playing matchmaker."

For the cataloger it just keeps getting better:

BelcaroGroup does everything in a well-integrated turnkey program it...

- * produces the catalog request promotions
- * posts the client's CatalogBonus! offer on the ShopAtHomeSelect web page
- * takes the catalog request orders
- * performs CASS address certification
- * forwards the contact information to the catalog's circulation department
- * tracks all record keeping associated with an actual order
- * and mails the rebate check to the consumer at the promised time

While the CatalogBonus! program is still in its infancy, initial reaction from early adapters signal that it's going to be "the next big thing" in catalog customer acquisition.

The program launched in March with some 70 participants featured on ShopAtHome.com, including Eddie Bauer, Sharper Image, Lane Bryant, One Step Ahead and other quality brands.

Braunstein expects that number to swell once word hits the direct marketing street about its efficiency and effectiveness in attracting quality prospects and converting them into Internet Buyers with no financial risk to participating catalogers.

For more information, visit www.ShopAtHome.com/advertise.htm. For a CatalogBonus! rate card, contact BelcaroGroup directly at sales@BelcaroGroup.com or call (303) 843-0302 ext. 104.

About Belcaro

BelcaroGroup publishes and mails the highly targeted "Catalog of Catalogs" annually. Over the past several years, BelcaroGroup has expanded its marketing efforts from direct mail to include two major Internet websites, www.ShopAtHome.com and www.ShopAtHomeSelect.com.

Today, BelcaroGroup has a full product line generating qualified traffic and qualified prospects from both direct mail and Internet sources. Belcaro has serviced more than 10,000,000 consumers, and more than 2,000 leading direct response companies.

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