



Bandero Inc. Offers Digital Content Publishing On The Internet.

For Immediate Release

BUFFALO, N.Y./EWORLDWIRE/Nov. 7, 2004 --- Bandero Inc. has launched an online marketplace for digital goods that allows writers, musicians, software developers, photographers and artists to directly publish their works for sale on the Internet. Consumers can then purchase the digital content from the artist and download it for immediate use on their computers, PDAs, music players or cell phones.

Bandero's President, Brian Harvey, sees huge opportunity at Bandero.com for authors and consumers. Harvey explained, "Authors benefit because they can focus on their work instead of on finding a publisher and going through the business process of marketing and selling. Authors can publish their work on the Bandero website and have it available for sale the same day. The consumers benefit because they are presented with a wider variety of music, books and software that traditional publishers may not offer. Consumers also benefit from trying demos, reading reviews and downloading their purchases for immediate use."

Bandero's publishing process is done entirely over the Internet. Authors register for an account and create content listings by filling in a few simple forms. Each content listing contains keywords, a description, a price and terms of sale. Attached to the listing is the file containing the content that is being sold. Optional file attachments include photographs, demos/samples, and license agreements. Once completed, the listing information is uploaded to Bandero. The content is published and ready to be sold to consumers on the Internet.

Authors can register and create content listings on Bandero for free; a small fee is charged only when a sale is made. Bandero will process the sales transaction and collect payment for the author. Authors can log into Bandero and monitor sales activity for each content listing.

Consumers can search for content listings in many ways, including key words, content type or platform type. Consumers have the ability to view listing details, try demos and view photographs. In addition, consumers can read and write reviews about the content. Once purchased, the content can be downloaded to the consumer's computer for immediate use.

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