



ISCCI.com Unveils Specialty Directory For Dedicated Automotive Enthusiasts

Human Powered Directory, Content, and Service San Jose, CA. ([PRWEB](#)) May 6, 2000 -- ISC Computers & Communications, Inc. (ISCCI.com) announced today the release of their targeted series of comprehensive performance portals on the MyGoKart network. MyGoKart will be recognized as a premier targeted performance portal catering to automotive enthusiasts and professionals alike. It's also a major strategic expansion of ISCCI.com's Internet portal strategy for the \$33 billion spent on online advertising by 2004. MyGoKart.com is expected to begin generating revenue in the third quarter of 2000. MyGoKart.com is based upon the highly successful targeted portal platform SpeedSource (<http://speedsource.iscci.com>) (developed by ISCCI.com). Quoted by Sport Compact Car Magazine as an out-of-the-ordinary sites that is as practically useful as it is entertaining, SpeedSource has successfully established itself as targeted portal leader in the import performance category. Visitors have come to rely on SpeedSource to provide them import performance information with easy access to the best and most relevant Honda/Acura resources. Stemming from technical questions and answers to "Name Your Price" features, SpeedSource is clearly in the fast lane for exponential growth. MyGoKart.com will feature targeted portal networks with high-quality directories, in-depth ratings and reviews, interviews, business to business centers using ISCCI.com's SpeedBuddyEngine technology, reader's ride galleries, revolving speciality guest panelists, discussion and event centers. MyGoKart.com is a unique venture, taking internet portals far beyond its present level on the Internet. "The goal at MyGoKart.com is not simply to cover targeted links, but to utilize our SpeedBuddyEngine technology to bring business to businesses and businesses to consumers" states Ken Hong, CEO. MyGoKart provides manufacturers and Resellers alike lead generation opportunities by reaching tens of thousands of online automotive enthusiasts with product news and sales information. MyGoKart.com invites online manufacturers and Resellers to visit www.mygokart.com and submit a personalized profile for placement in the SpeedShop MarketPlace. Businesses can begin receiving, at no cost, targeted enthusiast exposure and product requests. MyGoKart.com is the fastest growing targeted automotive performance directory on the Internet. It's the very latest in unique vertical targeted directories of links to specialty sites in addition to providing original content based upon visitor feedback and requests. MyGoKart is a unique product unlike any on the Web, in that, it specializes in strategic niche markets offering successful destination portals for all type of automotive enthusiasts. MyGoKart.com has entered into strategic partnerships with industry leading Internet companies, including Microsoft, IBM, Lotus, Intel to create SpeedBuddyEngine technology for visitors. The SpeedBuddyEngine technology creates the back-end functionality for features such as directory listing as well as business to business service. MyGoKart.com's Innovative Technology The MyGoKart directory is very easy to use, smart, targeted, and optimized for high performance. SpeedBuddyEngine technology utilizing IBM, Microsoft, and Lotus technology, streamlines link information to be handled by the dedicated human-powered MyGoKart staff. The MyGoKart staff, manually check each and every link for appropriateness and organization into the MyGoKart network. Human evaluation ensures proper placement and quality of links. MyGoKart also assists visitors in saving both time and money. Designed for value-conscious consumers and small to mid-sized businesses, MyGoKart offers users an online marketplace for instant product and service quotes. Consumers describe services or products they'd like to buy, and qualified businesses bid to fill consumer needs. The MyGoKart SpeedBuddyEngine reduces time spent searching for leads of demand products and services. By offering sales leads, qualified businesses will close deals sooner while enthusiasts receive the prices they're comfortable paying. In addition, MyGoKart provides an online medium where small to mid-size businesses can receive online advertising services on a network of targeted portals. MyGoKart is strategically positioned to capitalize on this rapidly growing sector by establishing itself as the industry leader



in business to business solutions. MyGoKart offers a wide variety of advertising and sponsorship services. For more information contact speedbuddy@MyGoKart.com Online marketing allows ISCCI.com to advertise all of the current web features and products on demand. MyGoKart services should be reaching advertisers and competitors online because they are online ready. Their willingness to work in an online environment has already been established by the existing ISCCI.com sleuths of portal sites and they will be much easier to work with and will understand the value of our products and services. A wide-array of online activities will be kicking off the launch of the MyGoKart network and it's newbusiness-to-business features in early May, 2000. About ISCCI.com ISCCI.com is today's leading internet communications and systems integration company serving growing businesses. Established as a consulting company in 1988, ISCCI.com provides a wide array of technical solutions for businesses. ISCCI.com has grown throughout the years, both in revenue and in service scope, into a Network Systems Integrator and a Solutions provider. ISCCI.com possesses extensive networking knowledge, and are able to integrate a variety of networking and disaster-recovery services to meet your business needs. Lotus Notes developers can provide custom solutions for groupware requirements. Developers, as well as IT/IS staff and project managers, are available at the client site on a contractual basis both short- and long-term. ISCCI.com is also Silicon Valley's web-based solutions provider offering web-based solutions for growing companies. Premium services for growing companies include on-line advertising, e-commerce solutions,

and web hosting. Marching onwards... by capitalizing on our 10 plus years integration skills and consulting experiences, ISCCI.com debuts their sleuth of targeted internet portal web sites to offer e-communications and advertising services. Commitment to quality, with cutting-edge technology, enables ISCCI.com to offer the most advanced solutions to visitors and customers alike in this new internet era. MyGoKart Network of Targeted Portals: SpeedSource - <http://speedsource.mygokart.com> Drag Racing - <http://drag.mygokart.com> Toyota - <http://toyota.mygokart.com> European - <http://euro.mygokart.com> Volkswagen - <http://vw.mygokart.com> Auto Sound & Security - <http://sound.mygokart.com> FreeMusicSource - <http://freemusicsource.mygokart.com> Hot Rodding - <http://rodding.mygokart.com> Kit Cars - <http://kit.mygokart.com> SUV Dealers - <http://suvdealers.mygokart.com> Trucks - <http://trucks.mygokart.com> Off-Roading - <http://offroading.mygokart.com> Mustang & Camaro - <http://mustang.mygokart.com> Chevrolet - <http://chevy.mygokart.com> Mopar - <http://mopar.mygokart.com> AdamSociety - <http://adamsociety.mygokart.com> CaliCare - <http://calicare.mygokart.com> For more information, contact ISCCI.com at 408-227-2286, by e-mail at speedbuddy@mygokart.com, or visit the ISCCI.com web site at <http://www.iscci.com>



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