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NEWS RELEASE—For Immediate Release

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CDNOW PARTNERS WITH FOREIGNEXCHANGE TRANSLATIONS TO MAINTAIN ITS MUSIC SITE IN EIGHT LANGUAGES

BOSTON, MA (April 12, 2001)—ForeignExchange Translations, a leading provider of web globalization solutions, today announced that it has signed an agreement with CDNOW to provide translation and localization services for CDNOW's eight-language web property, cdnow.com. By entering into an agreement with ForeignExchange, CDNOW is able to maintain and expand its position as the leading online music retailer.

"CDNOW has always had strong international appeal, and the selection of ForeignExchange Translations comes after a search for high quality language service providers," said Dana Lasher, Vice President of Commerce. "It was important for us to work with a company that had the knowledge, experience, and breadth of languages to maintain our site. ForeignExchange Translations was able to offer us a compelling combination of services, expertise, and price."

"U.S. companies are in the middle of an intensive fight to win the minds — and pocketbooks — of consumers whose first language is not English. As a result, the web is shifting from being a primarily English medium to one where non-English content dominates," observes Andres Heuberger, President of ForeignExchange Translations. "This breakneck transformation will benefit corporations as well as consumers."

Market analyst Forrester Research reports that web users are three times more likely to buy when addressed in their own language. According to Forrester, worldwide e-commerce revenues will reach \$6.8 trillion in 2004, and companies that deliver their sites to a target audience in their native language will see increased revenue, optimized brand presence, and improved customer loyalty.

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For CDNOW, ForeignExchange provides a wide range of translation services, including rapid translation of new online content into Dutch, French, German, Italian, Japanese, Portuguese, and Spanish. ForeignExchange deployed a customized workflow to allow CDNOW to expand its international offerings effectively and efficiently.

About ForeignExchange Translations, Inc.

ForeignExchange Translations is redefining the delivery of language services to web sites and online properties. ForeignExchange's solutions are based on the proprietary *Multilingual Compliance Process*, which combines expert linguists, best-of-breed technology, and measurable translation quality in a robust and scaleable process that can be deployed in up to 32 languages simultaneously. The company provides web globalization, software localization, and technical translation solutions to clients such as Guidant (NYSE:GDT), Honda (NYSE:HMC), Corning (NYSE:GLW), H&R Block (NYSE:HRB), Victoria's Secret (NYSE:IBI), and VeriSign (NASDAQ:VRSN). For more information, please visit www.fxtrans.com.

About CDNOW — Never miss a beat.TM

CDNOW, Inc., a division of Bertelsmann eCommerce Group (BeCG), is the ultimate connection to the world of music. CDNOW sells over 500,000 items including CDs, movies and digital downloads. Music fans can access exclusive artist video interviews, feature stories, album reviews, expert recommendations and daily music news from allstarTM News. CDNOW helps people discover and enjoy music in a personalized environment.

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