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Renaissance Selected to Help Develop Video Commerce Platform

TEL AVIV, Israel - March 20, 2008 - Renaissance Computer Systems Ltd. announced today that it was selected by Qoof Ltd. to help develop Qoof's next generation video commerce platform. Renaissance will add its experience and expertise in developing enterprise software for the Microsoft platform to the existing Qoof development team.

"This is an exciting and challenging project that brings together the fun world of video with the serious world of eCommerce" said Jackie Goldstein, founder and President of Renaissance Computer Systems. "Renaissance's expertise in developing distributed applications and its intimate knowledge of the Microsoft platform is the perfect complement to Qoof's vision and far-reaching strategy."

[Qoof](#) is a video commerce platform that bridges the world of Online Shopping, Internet Video, and Direct Response TV to create a distributed, targeted, and personalized video commerce network. Qoof provides products and services to the affiliate marketing and the e-commerce community to drive sales leveraging the power of video.

Richard Kligman, founder and CEO of Qoof had this to say: "We are thrilled to have Renaissance join our development team and look forward to their contributions to our software solutions"

[Renaissance Computer Systems Ltd.](#) is a leading business solutions provider specializing in custom software development, strategic technology consulting, and focused training for a wide range of organizations around the world. Since 1991, Renaissance's mission has been to enable clients to meet the challenges of the competitive business environment through the intelligent use of Microsoft tools and technologies.

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