



**Press Release Contact Information:**

Jackie Beckwell  
Brand Labs  
Copywriter  
360 South Street  
Rochester, MI  
USA, 48307  
Voice: 877.837.4792  
Fax: 248.652.3118  
E-Mail: [Email us Here](mailto:jackie@brandlabs.com)  
Website: [Visit Our Website](http://www.brandlabs.com)

**Brand Labs Releases Latest Volusion Plugin, RapidCart, Under GNU LGPL**

*Brand Labs announces the release of RapidCart, a plugin for the Volusion e-commerce platform, under a GNU Lesser General Public License (LGPL).*

**/24-7PressRelease/** - ROCHESTER, MI, July 17, 2008 — Brand Labs today announces the release of RapidCart, a plugin for the Volusion e-commerce platform. RapidCart allows customers to add an item to their cart from any page on the site (provided the product appears dynamically). This simplifies the conversion process, creating significant potential for increased revenue. RapidCart is released free of charge under a GNU Lesser General Public License (LGPL).

RapidCart reduces the number of times that shoppers need to click in order to make a purchase. By allowing customers to view all of a product's photos and add the product to their shopping cart from any page on a web site, RapidCart can increase the site's conversion rate. Customers can more quickly and easily make the decision to purchase.

Brand Labs has decided to release RapidCart under the GNU Lesser General Public License (LGPL), effectively making it available to anyone free of charge. Kevin Harman, CEO of Brand Labs, explains the decision, "We were so excited about the earning potential created by this tool that we wanted all of our customers to have it. The only way we could guarantee that was to give it to them for free. From there, it was just a small step to decide to offer it to the entire Volusion community." Established by the Free Software Foundation, the LGPL offers some protections to the original developers, but allows others to expand on the work for the good of the community.

Asked whether or not future development projects would be offered for free, Harman says with a grin, "We have a lot of stuff in development right now, but I'm sure there will be some freebies in there somewhere."

More information on RapidCart is available at <http://www.BrandLabs.us/Volusion-Applications-RapidCart.html>