

Darmik Challenges ebay and paypal with the launch of Darmik embedded Stores Service



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Press Release Author = [Darmik Limited](#)

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Press Release Summary = Darmik (darmik.com), a social network e-commerce enablement platform firm based in London, today announced the launch of its embedded stores service.

The Darmik Embedded stores service revolutionizes the online ecommerce market by enabling members to easily embed their Darmik shops into any website, blog, or social network. Before the launch of the Darmik Embedded service millions of social networking participants were unable to sell and distribute their items to one another inside or outside of the networks. With the Darmik service they now have the freedom to sell and distribute anywhere.

Press Release Body = London, 13 March 2007 – Darmik (darmik.com), a social network e-commerce enablement platform firm based in London, today announced the launch of its embedded stores service.

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None of the existing online ecommerce leaders offer a service that allow its members to sell and distribute items easily anywhere on the internet. William Dyson, Founder and CEO of Darmik, commented: "While most of the current ecommerce payment systems and marketplaces continue to live in an old world where users are locked into their sites and silos; Darmik continues to innovate and revolutionize the ecommerce and digital distribution space. Darmik embedded stores empowers social network users to easily become sellers and distributors. It is time that we empower users by giving them the choice of where they want to distribute their content.

Darmik was founded by William Dyson to enable online social networks to thrive as communities and create the revenue necessary to independently sustain themselves. Through partnerships with other socially responsible firms such as Lightapp and its own internal development, Darmik is creating features that allow members of networks to interact efficiently and allow selected merchants to market relevant goods and services to the networks. Ever mindful of social concerns, Darmik has created a partnership program through which proceeds of part of each sale is contributed to a participating charity.

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