

PRESS RELEASE

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New Broadcast Advertising Campaign to Promote Core Business Offering

Houghton, Michigan (August 21, 2001) – In keeping with the Opus Web Technologies service mark launched in the fall of 2000, “Professional Web Development. Clearly.SM, Opus is announcing their strategic broadcast advertising campaign to focus on a core business offering of client updateable Web site solutions via radio.

“In the past we’ve done a lot of broadcast advertising with visual appeal on television. Our visual approach has brought Opus into the spotlight in the viewing area with ‘tangible’ messages, if you will. Radio will allow us to reiterate our established presence but in a slightly different manner,” says Jeffery Primeau, Co-Founder/Director of Marketing & Communications at Opus.

Opus is quickly becoming the leader in our market for client updateable Web site solutions, which have been a highly successful marketing tool. The long-term effect of a client updateable Web site solution is cost reduction and client involvement.

“For several years now, we have been focusing very heavily on providing client updateable Web site solutions to all of our clients. The results are twofold, as one, the client gets a Web site where specific content areas can simply be updated via any Internet browser without having to know programming or additional software. Secondly, it essentially forces the client to get involved with their investment in a Web site which we feel is a very important aspect of ongoing progressive Internet advocacy,” says Primeau.

The radio advertising campaign will be the first of what Opus expects to be many audio-only based campaigns to further enforce and develop what Opus says is essentially one of their core business offerings next to professional Web development strategy and consulting.

“We’ve spent a lot of time and money into developing this type of a business offering for our clients and we want to make sure that we cover all advertising avenues to promote this cost-effective service offering. Next to word of mouth advertising, the best by far, we will continue to develop target audiences in all print, television and radio allowing us to further enforce the Opus brand of Web sites and solutions,” Primeau added.

The new broadcast radio advertising campaign will air late summer/early fall 2001.

Founded in 1996, Opus Web Technologies leverages Web development strategies to help companies and organizations approach the Internet. The firm delivers a host of Web-based solutions including strategy, design, programming and agency-side assistance. Opus Web Technologies, a partnered firm by Jeffery Primeau of Calumet, and Heath Sundstrom of Hancock, is headquartered at 314 Shelden Avenue in Houghton. Some existing Web clients include Copper Country Mental Health Institute, Domitrovich Realty of Ontonagon, Econo Foods, ImageMaster Financial Publishing (Ann Arbor, Chicago, Minneapolis and New York), RE/MAX Douglass Real Estate, ThermoAnalytics, Inc. and WBKP TV 5&10.

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