

PRESS RELEASE

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Contact: Jeffery Primeau
voice: +1 906.482.3235
e-mail: jeff@opusweb.com

opusWeb.com Chosen to Redevelop CCISD Web Presence

Houghton, Michigan (August 2, 2004) - opusWeb.com is announcing their latest local Web development contract with the Copper Country Intermediate School District (CCISD/ISD). This Web development contract is important to the ISD as it will play an instrumental part not only from an internal perspective, but also to the parents of approximately 7,600 students that the ISD serves throughout Houghton, Baraga, Keweenaw and Ontonagon/Gogebic counties.

The purpose behind the redevelopment of the Web site is to enhance the delivery process of information that the ISD presents to both teachers and parents. This will be a key element as these are two distinctly different areas that the ISD focuses on, but to date has not been able to achieve online.

"I believe a Web site is an outstanding vehicle to provide information to area schools and the community at large," says Dennis Harbour, superintendent of the ISD.

"The web page will help us better inform our constituency and create a positive image," Harbour added.

Current plans are to segregate the design of the new Web site so that navigation will be more simplistic in approach and literally direct different demographic audiences to the site down the correct path so the information they are looking for happens naturally.

"With this type of a project and organization, one must take into consideration the vast amount of information that needs to be organized and prepared for a diverse demographic. However, it is possible to set up a 'plan of action' where you can almost methodically force visitors on a Web site to the information they are looking for. The key or trick, however, is to also provide easy access for cross-referencing back to other areas of the site as well," said Jeffery Primeau, opusWeb.com co-founder and director of marketing/communications.

"We're really excited about this project with the ISD, as professional design and the organization of their information is something that their current Web presence is lacking and we're going to improve that for them. New design, easy navigation and the proper tools embedded into any Web site, just helps to increase initial visitors which then turns into higher visitor retention," Primeau added.

The new Web site will be stored/hosted internally with the ISD but the design and programming services of opusWeb.com have also been retained on a contract basis for maintenance and updating of the Web site.

Currently, the ISD Web site is located at <http://www.ccisd.k12.mi.us>. An easier, shorter Web site address/domain name is currently being considered by the ISD.

Founded in 1996, opusWeb.com leverages Web development strategies to help companies and organizations approach and maintain their viability on the Web. The firm delivers a host of Web-based solutions including strategy, design, programming and agency-side assistance. opusWeb.com is a partnered firm by Jeffery Primeau of Calumet, and Heath Sundstrom of Hancock, and is headquartered at 314 Sheldon Avenue in Houghton. Some recent Web projects include: BHK Child Development Board, Copper Country Focus on the First Five, Hitch, Inc., Keweenaw Home Nursing & Hospice, Marquette Embroidery, Michigan Tech University Youth Programs, Moyle, Inc., Portage Health System, Surplus Outlet and RE/MAX Douglass Real Estate.

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