

PRESS RELEASE

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Opus Initiates Chicagoland Marketing Efforts

Houghton, Michigan (February 4, 2002) – Opus Web Technologies announced today that it has initiated marketing efforts of its Web development services in Chicago. Opus has started a month-long print advertising campaign with the *Chicago Journal*, the *Wednesday Journal*, *Forest Park Review*, *Landmark of Brookfield & Riverside* and the *Austin Weekly News*.

Opus has elected to target these publications as demographic and distribution areas reflect the type of clientele Opus is experienced in working with.

“Over the years, we’ve serviced both large and small clients throughout the country, but our mainstay has been small to medium sized businesses, corporations and organizations. We’ve come to realize that and are now capitalizing on it,” says Jeffery Primeau, co-founder and director of marketing/communications for Opus. “In addition, we feel this campaign gives business owners and company decision makers in the targeted Chicagoland areas an affordable twist to professional Web development,” Primeau said.

Opus Web Technologies has always focused on professional, clean-cut design and Web development at affordable rates. Headquartered in Houghton, Michigan, the Opus Client Roster spans east to west here in the United States and clearly wants to expand and offer their services in the Midwest.

“We chose Chicago to start because of several key determining reasons. One, are the wide range of businesses and corporations that clearly could benefit from the Opus brand in Chicago, and two to prove that extremely professional Web development, even in Chicago does not have to be costly. If nothing else, it will at least make business/corporate decision makers aware that there clearly are alternatives out there when it comes to pricing,” Primeau said.

In addition, Primeau also stated that they have dedicated a lot of time and money into developing what they call “Client Updateable Web sites” as their core offering. Not only does this easily allow the client to get involved with their Web investment without having to know any programming or external software, it really cuts down on updating costs in the future. The whole idea behind the client updateable solutions feature is that it easily allows the client to work with certain aspects of their site so their visitor retention can remain high without enduring high updating fees.

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, Econo Foods, ImageMaster Financial Publishing (Ann Arbor, Chicago, Minneapolis and New York), Mikron Instrument Company -- Thermal Imaging Division (Hancock Michigan/Oakland, New Jersey), Portage Health System, RE/Max Douglass Real Estate, ThermoAnalytics, Inc. and ABC News 10.