

PRESS RELEASE

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opusWeb.com Lands SmartZone Client Contract

Houghton, Michigan (November 10, 2003) – opusWeb.com is announcing their recent contract agreement with GS Engineering of Houghton, one of the first businesses in the Michigan Tech Enterprise SmartZone project, to overhaul and redefine their existing Web presence. The purpose behind the project is to greatly enhance the image of GS Engineering and reflect how technologically advanced the company is.

Utilizing the GS Engineering mission statement, “Committed to providing advanced engineering solutions to military and commercial customers around the world,” the new Web site will reflect their efforts in staying true to that statement.

Primarily an information-based Web site, opusWeb.com has already submitted and received approval on the new design, which is responsible for reflecting GS Engineering as a whole on the Web.

“Adam Johnson of GS Engineering approached us because his primary concern was the look of their current site. He clearly understood that it did not meet the standard of quality design and functionality that a company like theirs needs,” said Jeffery Primeau, co-founder and director of marketing/business communications at opusWeb.com.

“GS Engineering has a client base that is not local to Houghton and foresees attracting further clients around the world. Our Web site may be the only image these potential clients see of the company,” said Adam Johnson, chief engineer of GS Engineering.

“It really is great to see more businesses approaching us with the knowledge and understanding that their Web site is not up to par. We started our firm in 1996 and since then we’ve been trying to educate our clients on the importance of a professional Web site with good design and functionality. It was really good to hear GS Engineering understood this and made it a priority for their company,” Primeau added.

When completed their existing Web site address of gsengineering.com will remain the same.

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, Portage Health System, Surplus Outlet and RE/MAX Douglass Real Estate.

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