

# PRESS RELEASE

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

## **Keweenaw Mountain Lodge Web Site to be Designed by opusWeb.com**

Houghton, Michigan (February 10, 2004) - opusWeb.com is announcing their latest contract acquisition with the Keweenaw Mountain Lodge. Planning stages began late last year to place the Lodge online in a format that would tout all venues offered at the facility including dining, lodging and golfing. The purpose behind new Web site will play the important role of bringing the attractions the Lodge offers to prospective guests and visitors as well as integrating a new Web site domain name into their advertising and publicity efforts.

The new site, when complete, will feature expansive information on the various activities and accommodations the Lodge has to offer which will include an up-to-date event calendar listing, special menus and events at the Lodge, as well as other events within Keweenaw County. Visitors to the Web site will be able to get detailed information on the always popular Saturday smorgasbord and Sunday brunch as well as the full and complete menu the Lodge has to offer for breakfast, lunch and dinner.

In addition, the CenTILE project at Michigan Technological University (MTU) has expressed interest in working with opusWeb.com throughout the project. CenTILE is a group of students and faculty members at MTU that are developing a five-year marketing plan for the Mountain Lodge. Through this, they can plan and coordinate their marketing efforts in a coherent manner with the Web site so that the end result is an integrated marketing plan.

"This Web site will provide a great venue to reach our customers and allow them to learn more about what the Mountain Lodge has to offer. An ever increasing amount of vacations are being planned based upon what people are finding on the Internet, so it is important that we have an on-line presence in order to draw additional tourism dollars to the area," said Joel Tuoriniemi, Keweenaw County Park Trustee.

In addition to the new Web site, opusWeb.com had suggested a domain name for the new Web site that will also double as a marketing slogan for the Lodge.

"When coming up with a domain name for any given business or organization, it's really important to take into consideration how that domain name will sound and appear in advertising," says Jeffery Primeau, co-founder and director of marketing/business communications at opusWeb.com.

"Many often think that it's absolutely critical to include a part of their business name or organization in their domain name, and that's not always true. In some cases, a business or organization name can be so long that it makes saying or remembering a domain name difficult. With all the different activities one can do at the Lodge, we thought it made perfect sense to use AtTheLodge.com," Primeau added.

With this domain name, it's easy to remember, easy to understand and easy to use in advertising and clearly reflects a variety of things one can do "at the Lodge."

The new Web site is currently scheduled to be in full operation in time for the 2004 summer tourist season.

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 Webbased 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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