

PRESS RELEASE

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opusWeb.com Television Commercial Wins Broadcast Excellence Award

Houghton, Michigan (February 17, 2004) - opusWeb.com was recently informed from WBUP/WBKP ABC 10 in Marquette that one of their recent commercial spots, which ran for a period of two months with the station has won an award for best commercial in the "Best of Category" by the Michigan Association of Broadcasters (MAB).

The awards, which are an annual event, review entries from both radio and television in a number of different categories. Stations throughout the State are grouped into four different market groups. Everyone is competing for the big prize, Station of the Year, which goes to the station in each market group that received the most points.

According to Kenn Baynard, commercial producer at ABC 10, this marks the fourth year in a row where their station has taken home awards.

"It's an honor to once again to be recognized by the Michigan Association of Broadcasters, for both myself and the station, and I couldn't be happier that our recent commercial for opusWeb.com received the 'Best of Category' award in the 'Commercials' category. We've been working with opusWeb.com for many years, and together we've made some great commercials. Jeff has always been great to work with, and has come up with some great ideas over the years. This award is as much for him and opusWeb.com as it is for us," said Baynard.

"We were extremely happy, not to mention a bit surprised to hear that our commercial won the award for ABC 10," said Jeffery Primeau, co-founder and director of marketing/business communications at opusWeb.com.

"When we were planning our fall advertising campaign this year, we wanted to put together a television commercial that really focused on the core of what we do, yet getting a message across that our services are just as essential as other services provided to businesses. All of the graphics, concepts and sound for the commercial were sent to Kenn at ABC 10 from our offices here in Houghton. He took our instructions in detail and put together the spot we envisioned from the start. We've been working with Kenn for quite a few years, and his ability to interpret our instructions and vision and produce the final product we feel is a true art form. It's really encouraging for us to know that our spot caught the attention of the judges, we think that speaks volumes, Primeau said.

With the latest commercial for opusWeb.com being awarded this year, it marks a growing track record for Baynard at ABC 10. This is the fourth consecutive year that his work has pulled in awards for the station.

Judging for the "2004 Excellence Awards" was done by members of the Colorado Broadcasters Association, and all awards throughout the State can be found on the Michigan Association of Broadcasters Web site at <http://www.michmab.com/beawards04.html>

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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