

Press Release

FOR IMMEDIATE RELEASE

opusWeb.com Announces Launch of MartineauMorris.com

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Houghton, Michigan (January 11, 2005) - opusWeb.com today announced the launch of their latest local Web development project for the contracting firm of Martineau and Morris, Inc. (Martineau & Morris) at MartineauMorris.com. The strategy and purpose behind the Web site was to communicate in a more visual than information-based manner the capabilities of Martineau & Morris.

While Martineau & Morris is a local firm, they have been experiencing rapid growth in areas outside of the Upper Peninsula and the Web site will have a significant role in targeting that audience as well.

"We do a lot of work out of the area, especially in fireproofing of buildings, and felt a Web site would be a good way to get more exposure with large general contractors, construction management companies and architects that are not local," said Craig Morris, who is President and Co-Owner of Martineau & Morris.

"Our business has developed into more than just a local home builder/remodeler and it was obvious we needed to get the word out as to what our capabilities are and the services that we offer," Morris added.

The Web site was constructed and put together in a slightly different manner than that of other Web sites simply because of their targeted audience.

"While our job is developing quality and professional Web sites, it's also important for us to take into consideration the target audience of each of our clients. Once that is determined, we can then design a site that is most appropriate for them," said Jeffery Primeau, opusWeb.com Co-Founder and Director of Marketing/Communications.

"With Martineau & Morris, it was obvious that letting their work speak for itself was the best approach to take during the inception phases of their Web design. With that in mind, we pitched a design interface to them that focused heavily on their accomplished work more so through imagery than text," Primeau added.

Primeau also noted that, "In addition to standard Web site functionality for Martineau & Morris, we built a separate Web site for them that is not accessible to the general public, that allows our client to manage their news releases, projects and employment listings right from their offices. This has become a real selling point to our clients and allows them to actually be a part of their Web site investment rather than having to call their Web developer every time they want to add something.

Craig Morris noted that choosing opusWeb.com to design and service their Web site was due to their reputation for quality work and the fact that they are local.

"We firmly believe in supporting the local business community in everything we do. We look forward to a long relationship with opusWeb.com as we continue to grow and need to get the word out about what we are doing," Morris said.

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 Shelden 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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