

PRESS RELEASE

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

Opus Awarded New Jersey Based Mikron Instrument Company, Inc. Contract

Houghton, Michigan (May 7, 2001) – Opus Web Technologies announced today it has been selected by New Jersey based, Mikron Instrument Company, Inc. to redesign and reposition their online identity and Web strategy for their thermal imaging division based out of Hancock, Michigan.

Mikron has been an innovative leader in the field of infrared non-contact temperature measurement since 1969. Mikron manufactures and markets a full line of high quality thermal imaging cameras and process control systems to industrial customers across the United States, Canada and Mexico. In creating the Web site, Opus will be the advocate for bringing Mikron's thermal imaging division into the next generation of Web technology and strategy making the new site not only a marketing tool but also an internal resource portal for the corporation.

Jeffery Primeau, co-founder and director of marketing/communications for Opus said, "This site will not only be just a marketing tool for Mikron but will also play a very instrumental role in deploying and facilitating critical information to their sales representatives worldwide."

"It is very important to Mikron to provide the best image possible...both for our products and also to the customer's first and lasting view of our company. Realizing the value and strengths provided through the Web, Mikron has moved to have a complete redesign of its Web presence. To this point Mikron has contracted with Opus Web Technologies to bring their professional approach to providing Mikron's thermal imaging division with a quality Web presence," said Jon Chynoweth, vice president imaging sales, Mikron Instrument Company, Inc.

Because the site will become a destination for both Mikron and their clients, a myriad of ideas and in-depth strategy are critical to this project. In essence, Opus will be creating two Web sites. One which both prospective and existing clients can access and another embedded beneath the main site, which will serve the purpose of facilitating Mikron's internal objectives. When completed, this will allow Mikron to automatically update content, post bulletins and even make in-house documentation and collateral available at a moment's notice to the main site.

An early to mid-summer launch is expected at www.irimaging.com.

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. Existing Web clients include Copper Country Mental Health Institute, Domitrovich Realty of Ontonagon, Econo Foods, ImageMaster Financial Publishing (Ann Arbor, Chicago, Minneapolis and New York), RE/MAX Douglass Real Estate, ThermoAnalytics, Inc. and WBKP TV 5&10.