

# PRESS RELEASE

## **FOR IMMEDIATE RELEASE**

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

## **Opus Selected to Reposition UPCAP Web Presence**

Houghton, Michigan (November 26, 2001) - Opus Web Technologies today announced it has been awarded the contract to reposition Escanaba based UPCAP Services' Web presence. This repositioning will take place through a complete overhaul of their existing Web content and a more strategic interface geared towards usability and functionality. When complete the new site will utilize the already existing Web address of upcapervices.com.

"Our current Web site focuses on the many different responsibilities and services of the UPCAP organization. With the assistance of Opus, the new site will be the ultimate information and assistance resource for Upper Peninsula senior citizens, caregivers, and their families," says Jonathan Mead, UPCAP President.

The new engagement with UPCAP is allowing Opus to further expand on its service industry client roster which already includes a variety of human, social, and community resource clients.

"One of the feature-rich aspects of this new Web site for UPCAP is that of 'Bobby Approval,' so users with disabilities can more easily use their Web site," says Jeffery Primeau, co-founder and director of marketing/communications for Opus.

Bobby was created by the Center for Applied Special Technology (CAST), which was founded in 1984. CAST is a not-for-profit organization whose mission is to expand opportunities for people with disabilities through innovative uses of computer technology.

Mead also states that the new Web site will provide for updated news releases received from Federal and State health and human services organizations, current announcements of new initiatives undertaken by UPCAP and will allow organizations and service providers to respond to funding opportunities online.

"UPCAP recognized the capabilities our firm provides in the area of user experience and user-focused design in addition to client updateable solutions. All of those are particularly important for the successful implementation of any Web presence today, and our system saves the client money in the long run," said Primeau.

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 Sheldon Avenue in Houghton. Some existing Web clients include Domitrovich Realty of Ontonagon, Econo Foods, ImageMaster Financial Publishing (Ann Arbor, Chicago, Minneapolis and New York), Portage Health System, RE/Max Douglass Real Estate, ThermoAnalytics, Inc. and ABC News 10.

###