

# PRESS RELEASE

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## **New Adage Launched at Opus Integral to Business Strategy**

Houghton, Michigan (September 21, 2000) – Opus Web Technologies today launched a new adage that will be adopted to further enhance the Opus brand. The new slogan will be launched first via opusweb.com, and then through other visual based marketing channels such as television and print. Beginning today, the new slogan, “Professional Web development. Clearly.” appears first on the Web site of the design firm at opusweb.com. A full-fledged television campaign will follow in the weeks to come where the campaign focuses on the core business strategy of Opus Web Technologies.

“It took us four years to develop and adopt a slogan that we thought was perfect. We discussed the idea of a slogan in the past, but we never really came up with one that was suitable. You simply don’t create one, just for the sake of creating one. It’s a process that takes time and a lot of work in order for it to be successful and true to your business,” says Jeffery Primeau, Co-Founder/Director of Marketing & Communications.

“Most campaigns and advertising focusing on the Internet are either obscure or simply state that they are Web designers/developers. With the advancement of the Internet, anyone can claim to be a ‘Web developer.’ With it being so easy to label yourself as a Web designer today, it’s critical to get across just how well of a designer and builder you are. For us, it’s all about professionalism. Clearly.”

Another key aspect to the success of launching the new slogan and integrating it into various forms of marketing, Opus has developed a new interface page for opusweb.com, which will play an ongoing roll in getting their new message across to prospective clientele.

“Because a slogan for a business is so very important, and takes more work than simply adding it underneath your logo, we developed a new main Web interface for our Web site which will allow us to integrate visual changes with the slogan without having to rework the entire site, and that’s just as important too.” 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 is a partnered firm by Jeffery Primeau of Calumet, and Heath Sundstrom of Hancock and headquartered at 314 Sheldon Avenue in Houghton. Some existing Opus clients include: The Best Western Franklin Square Inn, The Cities of Houghton and Hancock, ImageMaster Financial Publishing, munioOS.com, RE/MAX Douglass Real Estate and WBKP TV 5&10.

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