

# PRESS RELEASE

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## **Opus Web Technologies Examined by New Media Professor at the University of Minnesota for Web Site Measurement Research**

Houghton, Michigan (October 30, 2000) – Opus Web Technologies will soon be “under the microscope” after announcing a collaborative effort between the Web development firm and Assistant Professor Shelly Rodgers in the School of Journalism and Mass Communication, at the University of Minnesota at Twin Cities. Opus Web Technologies has been asked to provide data and information from the Web development firm in order to help spawn conclusive answers to a wide range of questioning regarding Web site measurement research at the University.

“This amazing opportunity for our firm will allow us to ‘be under the microscope’ providing answers to questions raised by Professor Rodgers which will then be interpreted and analyzed, turning into beneficial data for the industry,” says Jeffery Primeau, Co-Founder/Director of Marketing & Communications.

Having worked with publications and organizations such as the *St. Louis Post-Dispatch* and Pulitzer Technologies Inc., Professor Rodgers has an extensive background in research and analysis and finding answers for so many unknown questions in the wired world of the World Wide Web.

“I believe academics can no longer afford to remain in their ‘ivory towers,’ especially in this day of new technology. As I see it, there are far more questions than answers out there, and I for one would like to be a part of helping to create the roadmap that so many professionals I have spoken with are searching for,” says Rodgers.

“Collaborating with Professor Rodgers at the University of Minnesota is going to be a very exciting and important part of what we do here at Opus as it will give us that extra competitive edge in Web trends and measurement. In addition, the result of such a relationship allows our firm to reap the benefits of the conclusions and analysis which in turn will help us provide better insight to our current and prospective clientele,” says Primeau.

In the upcoming weeks, Professor Rodgers will continue to examine Opus Web Technologies through a question and answer format, where results and analysis are to be made available in report format.

Current work by Professor Rodgers is touted on the Journal of Interactive Advertising Web site at ([www.jiad.org](http://www.jiad.org)).

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 Shelden Avenue in Houghton. Some existing Opus clients include: The Cities of Houghton and Hancock, Copper Country Mental Health Institute, Domitrovich Realty, ImageMaster Financial Publishing (Detroit, Chicago, Minneapolis & New York City), munioOS.com, RE/MAX Douglass Real Estate and WBKP TV 5&10.