

PRESS RELEASE

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Opus Repositions their Dot-Com Strategy with New Logo and Web site

Houghton, Michigan (March 18, 2003) – opusWeb.com formerly known as Opus Web Technologies, a partnered firm by Jeffery Primeau & Heath Sundstrom, has announced the repositioning of their online strategy to more accurately represent change and advancement in the Web development and dot-com industry. This repositioning process includes a launch of the Web development firm's new Web site along with other branding strategies such as their newly released logo.

“Back in 1996 when we started our firm, the name Opus Web Technologies suited our firm just fine. It accurately portrayed the power of the Internet and that we were able to infuse those technologies into our client sites. Now that the power of the Internet has caught on, especially locally, we feel this is perfect timing to simply integrate our domain name of opusweb.com as the name for our firm,” said Jeffery Primeau, co-founder and director of marketing/business communications at opusWeb.com.

While many Internet-based companies in the mid-90's started out solely as a dot-com, many of them were no longer around at the turn of the century. Many technologies make up what the Internet has to offer, and opusWeb.com has consistently offered one service since their inception, Web site design and development.

In addition to their newly designed logo and Web site, the tag line of, 'Professional Web Development. Clearly.TM' will be playing a very important ancillary role in further promotion and branding of their name,” Primeau added.

“It's interesting how all the pieces sometimes fall together after almost a year of planning. The tag line was the most difficult for us to incorporate, because it can be such a powerful tool. And we wanted to do it just right. The statement, 'Professional Web Development.' indicates our mission and purpose in business, and the word 'Clearly.' holds two connotations – that's all we do, and once people see our work, it's evident, or clear that it's professional. For further impact and to make our statement, we simply added periods at the end of each. Sometimes less really is more,” Primeau stated.

opusWeb.com is following up the launch of their firm's new Web site and logo with traditional means of marketing and advertising such as radio and as a member of the Keweenaw Industrial Council, will be targeting their mailing list.

“When we started in 1996, our vision was clear. We wanted to become the Web development firm of choice locally. We stayed true to that vision, and it's catching on quickly, that when you want a Web site and you want it done right, professional Web development is so very important. Clearly.” Primeau 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, Portage Health System, Surplus Outlet and RE/MAX Douglass Real Estate.

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