

PRESS RELEASE

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Opus Web Technologies to Redesign Portage Health Web site

Houghton, Michigan (March 12, 2001) – The contract to overhaul and restructure Portage Health's online identity has been awarded to Opus Web Technologies of Houghton. When complete, the new design will allow Portage to expand and enhance the information offered on its current Web site. In addition, the new design will allow key sections of the Web site to be updated by Portage staff members. This internal control will cut Portage's Web site updating costs.

"Over the past few years, our firm has spent thousands of dollars in perfecting and deploying client updatable solutions," said Jeffery Primeau, Opus co-founder and director of marketing/communications. "This is a very important aspect in Web development, and it was quite clear from the start that Portage wants to have that functionality. Our director of Web engineering, Heath Sundstrom, has focused and dedicated a lot of time on this aspect of our service delivery and it remains a key selling and attracting point to our current and existing clients."

In addition to the main scope of the project, Opus will develop an area of the Portage Web site to provide a first-class marketing tool, which will enhance Portage Health's identity on a long-term scale. "We are especially excited with the opportunity to seamlessly integrate traditional media advertising and marketing into our Web site," said Mary Shanahan, Portage community service director. "The Web site makeover will take Portage Health's site from the first generation to the latest and greatest in design and technology."

"We've been working very closely with the Portage staff over the past few weeks to really focus on delivering a Web site with substance and quality for Portage," Primeau said. "In addition, we are really happy that we have provided Portage with a contract that will provide them with a first class marketing tool and minimize their Web presence costs on a long-term basis," he added.

The current Web site, located at portagehealth.org, will remain active until mid to late May 2001 when the launch of the new site is expected.

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

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