

Date: May 20, 2005

Contact: Andrea Chowins, Excel in Marketing

(925) 876-8004

Timing: For Immediate Release

EXCEL IN MARKETING LLC ANNOUNCES STRATEGIC PARTNERSHIP WITH NEW IMAGE TECHNOLOGIES

Orinda, CA – The Orinda-based marketing firm Excel in Marketing LLC has announced today a strategic partnership with New Image Technologies (NIT) out of San Luis Obispo, CA. This partnership will enable Excel in Marketing LLC to assist businesses in solving their most critical challenges through forward-thinking implementation of Web technologies. NIT’s revolutionary content management software called *Elements* gives clients total control over their business website, allowing them to manage content, e-commerce, e-marketing, site stats and more.

“We are able to focus is on leveraging web-based technology to extend traditional business software to more people,” said NIT president and CEO Jeremy LaDuque. “By building on a solid foundation and using standard protocols, we develop software solutions to make software more valuable to business and business more valuable to its customers.”

This strategic partnership between the two organizations will enable Excel in Marketing to offer *Elements CMS* as it brings the most leading-edge web solutions for a fraction of the price. The benefit to the client is substantial: flexibility, quality expertise, at affordable prices.

According to Christine Temple-Wolfe, principal consultant with Excel in Marketing, “I think *Elements CMS* is a fantastic product that will benefit our small and mid-sized clients. This is a logical partnership as a part of our Integrated Marketing Communications Strategies, we provide website design and development services--and this software tool is the most affordable, robust, and easy-to-use on the market today.”

Elements CMS is a very logical and design friendly website environment that gives our customers the ability to update, change, and grow their business without spending thousands of dollars on designers, programmers, and flash developers. Once we complete the final version of their website to their satisfaction, they simply work through a simple, yet, robust user-management interface and change what they need to themselves going forward.

“As a business owner, you may not have Dreamweaver or Frontpage experts on your team. Well with *Elements CMS*, you don’t have to be an expert. And this system has so much functionality; you won’t need to add on additional programming functionality, it’s all there.”

Our combined services are geared towards many industries and organizations – be it large or small. We provide high value and measurable results at an affordable rate. We believe that a clean, professional, interactive website is one of the most impactful ways that businesses can compete today.

As an agent of New Image Technologies, we can provide the strategy, navigation, branding, data collection strategies, and complete usability testing on the first round. After that, you are able to take over without extensive training.

“We work very well together and share the same philosophies about the high value we want to provide our clients without completely depleting their cash flow so they are unable to maintain operations,” said Temple-Wolfe.

Additional benefits of the NIT web services include: creating a competitive advantage from technology; aligning software with business goals; decreasing time to market through intelligent use of existing rather than yet-to-be developed software; cultivating a comprehensive understanding of your business needs; leveraging a forward-thinking vision that creates flexible, portable, scaleable solutions; bridging the gap between technology and design to create functional yet usable software.

New Image Technologies, founded in 1999, is an e-business consulting, design and software development firm. They are experts in website design and development, e-commerce, application development, market research, consulting and data mining.

Excel in Marketing LLC is a team of marketing professionals with more than a century of experience in diverse marketing functions. They have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. Our consultants seamlessly operate as an extension of your team and help to ensure that your organization's most immediate needs and priorities are fulfilled, helping to keep your overhead low by coming in when we are needed and leaving until you need us again.

Too often, many small companies can't afford the high cost of agencies, which can range from \$10,000 to \$80,000 a month retaining fees. Nor can they afford a marketing executive, which in the Bay Area ranges from \$150,000 to \$200,000 a year plus benefit packages. Excel in Marketing aims to meet the needs of those small companies that desperately need high value production to increase their business. We work closely with our clients to structure an affordable price schedule that works best for them.

For more information, please contact Christine Temple-Wolfe at (925) 876-7191 to schedule a free consultation or visit the Excel in Marketing website at: www.excelinmarketing.com

###