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## NEWS RELEASE

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### **CREW PHILADELPHIA SELECTS NETREACH CONTENT MANAGEMENT SYSTEM, cmSCRIBE, TO EFFICIENTLY DELIVER INFORMATION AND SERVICES TO ITS MEMBERSHIP.**

**PHILADELPHIA, PA – January 07, 2006 --** Commercial Real Estate Women (CREW) Philadelphia Chapter unveils new web site redesign ([www.crewphiladelphia.org](http://www.crewphiladelphia.org)) using NetReach's 100% browser based web content management system (CMS), cmScribe. cmScribe allows CREW's non-technical members an easy-to-use platform to perform timely information updates to their website, while also facilitating increased collaboration, knowledge management and knowledge retention through their extranet.

Established in 1984, CREW Philadelphia, a 501(c)(6) is governed by an extremely active, all volunteer board composed of Executive Board Members, Committee Chairs, and Delegates, elected annually from the chapter's 160 members, who represent a broad and diverse group of business, government, non-profit and educational organizations engaged in all facets of commercial real estate. The Board wanted to fully realize the potential of the web to deliver timely information to its membership, enhance sponsorship opportunities and facilitate collaboration and networking. Kim McFadden, Vice President Project Finance, O'Neill

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Properties and a CREW Network Delegate, spearheaded the project stating “Our old website was not user friendly, and the Board was frustrated by the process, time and cost involved in getting even simple content updates implemented. NetReach’s cmScribe was a great platform for us, because it’s 100% browser based, it allows our membership, who come from diverse organizations, to edit and update content from anywhere and at any time. But the real killer app, for our organization, were the tools provided to our hardworking volunteer committees through the extranet; discussion areas and cross-linked document repositories that will allow them to manage projects efficiently, and build a storehouse of useful, organizational knowledge.”

With over a dozen specialized modules pre-built, the cmScribe system can be configured to quickly and cost-effectively adapt to organizational needs whatever they might be — from simple sites to full-featured e-commerce. The flexible, modular system also allows users to add capabilities as they need them.

“For NetReach, the CREW project is an interesting use case for our proprietary content management system, cmScribe. CREW is composed of volunteers coming from all different organizations -- from Fortune 500 to individual consultants. So you are not dealing with a single organization’s technical policies or know-how. From that standpoint, it was impressive how rapidly Kim and the volunteer team she assembled took ownership of their site. It was also a testament to the underlying architecture of our product, while it provides sophisticated and powerful CMS tools it allows the user to decide exactly how they want them configured, it doesn’t force you to adapt to it.” said Stephen Bouikidis, Executive VP at NetReach.

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### **For a demonstration of cmScribe**

Fully functional trial versions of the cmScribe Content Management System can be evaluated online for 30 days for free. To request a demonstration and receive log-in information please sign-up at <http://www.netreach.com/demo>

### **About CREW**

Established in 1984, Commercial Real Estate Women (CREW) Philadelphia is a membership organization founded to promote professional opportunities for and to expand the networking relationships of women in the commercial real estate industry. CREW Philadelphia has approximately 160 members engaged in all facets of commercial real estate, and is a founding chapter of the CREW Network, the umbrella organization ([www.crewnetwork.org](http://www.crewnetwork.org)).

For more information, visit [www.crewphiladelphia.org](http://www.crewphiladelphia.org)

### **About NetReach**

NetReach was founded in 1994 with a vision to help businesses fully capitalize on the opportunities created by the Internet. NetReach has been at the forefront of web-based technology and design for the past 12 years, creating innovative sites, applications, games and tools that help clients achieve their business goals. Today the company continues its commitment to increasing an organization's return on its' internet investment through cmScribe, it's premiere suite of web content management, authoring and collaboration tools (CMS) and through related strategic consulting and design services. NetReach provides value through its products and services to a broad range of organizations including healthcare/pharmaceutical, associations, non-profit, high tech, higher education, legal, and industrial. For more information, visit <http://www.netreach.com>

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