



NetReach®

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NEWS RELEASE

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Guideposts Inspires using cmScribe

Guideposts chooses NetReach's cmScribe content management system to deliver unique, inspirational community-based sites.

AMBLER, PA – March 16, 2007- NetReach today announced that client Guideposts, foremost publishers of inspirational magazines, books and related products, recently launched two inspirational sites—The Peale Center for Positive Thinking (www.pcfpt.com) and Sober24.com—using NetReach's cmScribe content management system. The Peale Center website was created for individuals and professionals looking for positive thinking resources. Sober24.com, a special online community for recovering alcoholics, addicts and their families; was updated and relaunched using cmScribe in 2006.

Originally developed in the late 1990s, Sober24.com had a strong and loyal community of users who viewed it as a “virtual fellowship” for recovery. It was important to Guideposts to retain the familiar look and feel of the site while updating it by adding more interactive features and advanced functions. cmScribe offered many advantages including: tools to manage content and site development, the ability to integrate existing third-party software, an API for requested custom code extensions, plus built-in website marketing and SEO tools. Sober24.com was recognized by Forbes as a Best of the Web for Health Discussion Boards.

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Central to Guideposts mission is the research and publishing channel provided by the Peale Center in Carmel, New York. The launch of the Peale Center for Positive Thinking website (www.pcfpt.com) brings these resources online to individuals, professionals and organizations looking to make positive changes that result in greater productivity and happiness.

“Publishers of all kinds, whether they are print, online or both, are using the Web in new ways to better serve their audience and build a community of users loyal to their brand.” said Will Bast, COO, NetReach. “NetReach and Guideposts share a long and innovative history using the web to deliver rich and engaging user experiences. We are very proud to have been a part of the recent launch of the Peale Center, which brings important and significant content to an online audience, including Dr. Norman Vincent Peale’s full sermon library.”

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About Guideposts

Headquartered in Carmel, NY, Guideposts sponsors numerous outreach programs, and is one of the world's foremost publishers of inspirational magazines, books and related products.

Guideposts was founded in 1945 by the renowned Dr. Norman Vincent Peale and his wife, Ruth Stafford Peale. The organization is unified around its mission to "help people from all walks of life achieve their maximum personal and spiritual potential." Guideposts is committed to communicating positive faith-filled principles for people everywhere to use in successful daily living. For more information, visit: <http://www.guideposts.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 13 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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