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Increase Your Net Results

NEWS RELEASE

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NETREACH EXECUTIVES TO SPEAK AT WEB CONTENT 2007 CONFERENCE IN CHICAGO.

AMBLER, PA – February 14, 2007 -- NetReach today announced that its COO, William Bast and Executive VP, Stephen Bouikidis will speak at Web Content 2007, June 18th & 19th, 2007 at the UBS Tower Conference Center in Chicago

Mr. Bast and Mr. Bouikidis will join other executives and innovators from leading web content management technology companies as they gather to present new ideas, workshops and case studies to business professional attendees involved in creating, organizing and maintaining web content. The two-day conference, co-organized by Duo: Consulting and the Content Wrangler provides three tracks: content design and access, content development and management and emerging tools and technologies.

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Since 1994 as a founder of NetReach, William Bast has worked as an enterprise software and database architect, specializing in solutions for the Internet, specifically in the areas of web content management and e-commerce. Mr. Bast will present a highly-interactive and thought provoking session entitled “Modifying Content to Improve Search Engine Optimization”. Attendees will learn about the advantages of using content management tools vs. HTML to enhance their sites for Search Engine Optimization. Content in this session includes:

- Looking at Source
- Tools to support SEO strategies
- Exemplary sites
- Linking strategies and PR that make Google, Yahoo and MSN stand up and look
- Scaling up content on your site, without scaling the walls

As Executive Vice President at NetReach, Stephen Bouikidis provides consultative services in compliance-driven industries--education, finance, and healthcare. Through his experience with non-profits and education-based clients, he has implemented strategies and software-based solutions to help clients achieve 508-compliant sites. Mr. Bouikidis will present “Avoiding the Target Trap: Creating Accessible Section 508 Compliant Content”. This session will concentrate on Section 508 compliance. Learn why Target Corporation found itself in litigation for not having Section 508 compliant website content. This session will deepen the knowledge of attendees in the following areas:

- A practical review of Section 508
- Why it is important
- Who needs to conform and why
- Useful tools, practices and procedures
- Examples of successful implementation in practice

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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>

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>

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