

## **Best Tel Signs Agreement with StructuredWeb to Offer Customers Advanced Online Marketing and Sales Solutions**

### ***Product Will Enhance Marketing Activities of Small-to-Mid Size Businesses***

***By Brian Suerth***

PORTLAND, OR — August 25, 2003— Best Tel, an industry leader in telecommunications, announced today that it has signed an agreement with StructuredWeb, a developer of online marketing and sales platforms, to offer customers cost effective solutions for establishing an Internet presence. The agreement enables Best Tel to provide small-to-mid size businesses (SMBs) with several state-of-the-art online marketing and sales tools.

The StructuredWeb product features three major components covering the entire marketing-to-online sales process. StructuredWeb's SiteCenter requires no technical skill for companies to create image enhancing, personalized Web sites. The advanced technology is very easy to use because it does not require knowledge of HTML or Java to make changes to web pages or emails. The StructuredWeb ProductCenter ensures complete management and availability of content, images and product or service information, which can be changed automatically. Additionally, StructuredWeb's CustomerCenter provides a strong web-based selling environment with powerful e-marketing capacities, while enabling a sales force to create a personalized hub for serving customers and identifying new prospects.

The strategic partnership supports the needs of SMBs to cost effectively obtain an online presence and match the marketing power of large corporations. "Many of our customers do not have the big budgets or technical resources like some of the

Fortune 1,000 companies they compete against," said Scott Alden of Best Tel. "StructuredWeb's solution gives them a tool that will immediately increase their brand image and help them reach their customers more effectively. Plus, it's an additional value that we can bring to the table to support their growth and success."

"Our solution was designed specifically around the needs of SMBs, which was twofold – limit costs and provide an extremely user-friendly product to improve their sales and Internet marketing capabilities," stated Richard Geremia, StructureWeb's vice president of sales. "We're excited to have Best Tel as a partner because they are one of a handful of companies in today's business world that has the foresight to offer a wide range of solutions to enhance their customers' business."

#### **ABOUT BEST-TEL, LLC.**

Best-Tel LLC's Portland office is a member of the Technology Assurance Group (TAG). Best-Tel has built a team of professional voice and data specialists dedicated to the highest levels of customer support. Best Tel's pattern of steady growth reflects their commitment to keeping pace with the constantly evolving telecommunications technology arena, and the dramatic expansion of the Pacific Northwest's business market. With offices located along the I-5 Corridor in Portland, Eugene, Medford, and Seattle, Best Tel is

uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements.

#### **ABOUT STRUCTURED WEB**

StructuredWeb's e-Business platforms allow companies to implement and manage comprehensive business solutions from a suite of predefined web applications, services and content. The technology utilizes integrated web components to ensure information sharing and collaboration between employees, customers, partners and suppliers.

StructuredWeb's solutions are cost-effective, quick to deploy and easy to use -- specifically designed to empower SMB's in their online efforts. The company has created, and customizes, modules for a wide variety of vertical/horizontal markets.