

## **Best Tel Expands Partnership with Structured Web to Offer Comprehensive e-Marketing Solutions**

*Small to Mid-Size Companies to Communicate Cost Effectively with Their Customer Base and Generate New Sales*

EUGENE, OR — October 27, 2004 — Best Tel, an industry leader in telecommunications, announced today that it has expanded its partnership with StructuredWeb, a developer of comprehensive eBusiness solutions for small to mid-size businesses, to offer companies StructuredWeb's comprehensive suite of e-marketing solutions. Best Tel's customers will now have the ability to enhance their communications and increase sales to their own customers by marketing online in a cost effective manner.

"In today's competitive marketing environment, companies are struggling to identify ways to enhance communications with their customer base and differentiate themselves from their competitors," said Gary Gonzalez, managing partner of Best Tel. "Traditional methods such as postcards are very expensive, time consuming to develop, and typically results in a 2-3% response rate at best. E-marketing solutions, on the other hand, enables businesses to inexpensively send customized messages to specific customer segments giving them the ability to measure responses, modify marketing campaigns, and track sales leads in real-time. We have seen an increase in demand for these types of solutions in the marketplace."

StructuredWeb's email marketing broadcast tools were specifically designed for small to mid-size companies. These solutions are simple and easy-to-use, which helps

organizations cast a wide net and zero in on sales or customer service opportunities. With StructuredWeb's solution a business can send marketing messages that are personally addressed to new and existing customers, match content with colorful images, and provide hyperlinks to documents or web pages. More importantly, the greater power of their tools are in their measurement capabilities. Anyone in the organization such as the sales and marketing team can be alerted each time a customer or prospect receives an email, opens it and/or clicks on suggested hyperlinks. This gives key employees the ability to follow up with an immediate and informed sales call to close sales faster. It also tells the business whether a campaign is effective or needs to be modified.

"The benefits of our e-marketing suite are twofold – state-of-the-art solutions that are low cost to the customer and an extremely user-friendly product that improves sales and overall communication," stated Daniel Nissan, president and CEO of StructuredWeb. "We're excited to have expanded our strategic partnership with Best Tel, because they understand the value of online marketing and the significant impact it can have to the success of any organization."

### **ABOUT BEST TEL, LLC**

Gary Gonzalez and his business partner, Dennis Poulin, are owners of

Best-Tel LLC, 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**

Established in 1998, StructuredWeb provides its leading comprehensive online sales and marketing solution to hundreds of small to medium sized businesses. The StructuredWeb eBusiness solution is designed to generate more leads, more orders and greater customer satisfaction while being affordable, quick to deploy and easy-to-use. The company has created and customizes the StructuredWeb solution for a wide variety of vertical and horizontal markets. For more information, please call (800) 399-3711.