



FOR IMMEDIATE RELEASE:

### **Turn-Key Magazine & Newspaper Publisher Content and Website Management Solution Launched for Publishing Companies**

The new Infoswell publication website content management framework provides small to mid-tier magazine and newspaper publishing companies the key online interactive website functions to generate revenue, quickly grow visitor traffic, and extend their publication brands online.

TEMECULA, California — May 9, 2005 — Infoswell (<http://www.infoswell.com>) has announced the release of their website content management service for magazine and regional newspaper publishing companies. The website platform provides publishers the ability to take their website to a new level by offering both the online web functionality and revenue strategies for publishers to leverage their existing publishing advantages online. Infoswell's application service provider (ASP) service model removes the technical barriers and traditional hardware, software, and staffing costs that have been challenges to small & independent publishers seeking the right website solution for their print publications. The key publisher website functions include article, stories, and news content management, full e-commerce systems, forums, calendar and events, email newsletters, online ad campaigns, and dynamic database for advertiser, marketplace, or other search driven online listings.

The custom website layout and design service requires no software and provides publishers a completely web based administration of all their website publishing functions. Since the Infoswell platform is configured to enhance the specific publication business and circulation model for publishers there is no additional time, software, or development resources required for starting a new website or migrating an existing website to the Infoswell platform. "There are many ways a website can produce revenue for publishers with the right online functions and strategy. We realize that our core business objective is to demonstrate our low cost and return on investment advantage to publishers planning a website makeover this year", said Mark Loeffler, Infoswell's President.

Each Infoswell powered website platform allows publishers to specify the website design, branding, and revenue objectives which determine how the service will be configured. Once these preferences are selected, the platform is launched and the publishing client is trained to administer their site with a simple online tutorial that demonstrates how each of the website capabilities is administered. Publishers can then transition content from their current website to the new platform without website downtime. For new

publications, a complete pre-launch strategy allows publishers to capture new subscribers as well as offer critical advertising and publication overview information to support ad sales campaigns.

The Infoswell website [www.infoswell.com](http://www.infoswell.com) offers several evaluation tools to help publishers understand the value in extending their brand and positioning their website for readership interactions. In addition to their online "Take the Tour" concept overview, Infoswell offers a complimentary recommendation to publishers for key revenue strategies specific to their publication production and circulation model. The online review request form and a Magazine & Newspaper Publishers Advantage White Paper can be accessed online at <http://www.infoswell.com/solution.php>.

### **About Infoswell**

Infoswell (<http://www.infoswell.com>) is located in Temecula, CA and was founded in 2004. Prior to the launch of the magazine and newspaper website publishing service, the company designed, developed, and implemented over 250 web projects ranging from complex database driven e-commerce sites to enterprise class custom online solutions.

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