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For Immediate Release

Truly Affordable Website Content Management

Next Generation tool delivers unsurpassed user-friendliness, robust SEO and instant content distribution to multiple sites at an incomparable price.

San Diego, CA (July 25, 2008) – The pricing world of CMS has just been turned upside-down with the latest full-featured entry – **Webtreepro**.

The engineering team at Primero Systems leveraged their ten years of experience in the CMS space to radically change the game by providing a low cost, low-barrier-to-entry solution to website management. Unlike traditional CMS licenses that start in the tens of thousands of dollars and require regular re-licensing and significant customization costs, a fully hosted webtreepro solution is less than \$4,000 for initial setup and training. And with a very low monthly subscription rate, organizations such as franchisors, associations, brokerages and dealerships have the opportunity to realize an entirely new revenue stream from their affiliated websites.

With **webtreepro**, all editing is done directly on the page allowing the contributor to see what their additions or changes will look like as they're being made. Familiar [word-processor style controls](#) make everything from adding images, media, links and stylized copy intuitive. Once saved, the changes are immediately presented to site visitors.

“Webtreepro has taken content management systems to an entirely new level of user friendliness. Now our marketing message can be instantly updated without requiring any of our technical resources.” – Bill Kerby, CEO NextTrip, Inc. (www.nexttrip.com)

In addition, content may be scheduled for both future appearance and automatic deletion, further automating promotional campaigns. While all of this fully enables marketing to instantly convey messages, what truly makes **webtreepro** unique is the ability to automatically update an [unlimited number of associated websites](#)! This key feature provides an unparalleled tool for franchisors, dealerships or other headquarters/branch organizations.

“Preserving the brand image is paramount for any organization, but it’s also important to make local editions of [branded sites](#) relevant to their customers” said Kevin Weisner, General Manager of Primero Systems. “Webtreepro specifically addresses the multi-site marketplace allowing the style, standards and messaging of a national brand to be enforced with an ease-of-

use unseen in any current CMS product. Beyond the user-friendliness experience, we also recognized the criticality of ensuring that webtree**pro** fully supported the latest in search engine optimization” said Weisner.

To make site and content management simple, webtree**pro** enables users to:

- Create and change content directly on the web pages themselves using familiar, word-processing type controls including image and media placement, word wrapping and text attributing.
- Push global content to one, some or all of network sites without any additional publishing effort. As content is added or edited, the destination sites are also selected, and the rest is automatic.
- Deploy a new network site, complete with global content in a matter of minutes. Since the global content will be inherited by any new site, adding just a bit of local content results in a complete site.
- Blend national and local content on the same sites, and even on the same pages. Control of who can publish what (and where) is easily defined, and adding both pages and content is done using intuitive wizards.
- Create pages that are search-friendly, including the ability to hand-craft URLs to increase search visibility.

The webtree**pro** solution supports single-site organizations with [robust intranet, extranet](#) and marketing landing page requirements as well as organizations that have thousands of branch locations.

“Their customer support is amazing! We were able to launch our Newsforce Network website within just two days of signing the agreement!” – Vince Bianco, CEO Newsforce, Inc.

www.newsforcenetwork.com

To find out if webtree**pro** is the [answer to your needs](#), please visit us at www.webtreepro.com or give us a call at 866-607-0242.