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For Immediate Release

Alliance Cost Containment selects Webtreepro for franchisee websites

Leading cost management firm enables branded, personalized sites for each independent office to enhance local search presence while maintaining global message standards

San Diego, CA -- (July 2, 2009) Primero Systems announced that Alliance Cost Containment has selected their webtree**pro** platform to power their online presence. Webtree**pro**'s franchise website builder and content management system allows headquarters to provide each of their franchisee's sites with global content while enabling each franchisee to localize their site without compromising Alliance's brand standards.

"We're looking forward to giving our entire system a larger footprint on the Internet," said Miles Lee, President of Alliance Cost Containment. "Because our Principals serve a local market community, the ability for us to enhance our results in local search is an important part of each franchisee's portfolio growth. This not only applies to our customer acquisition, but also will help us sourcing local vendor partners as well," added Lee.

Prior to deploying webtree**pro**, Alliance Cost Containment's Internet presence was via a single, monolithic site with individual pages for each franchisee. Moving to webtree**pro** allows them to deploy unique sites for each franchisee using their own domains and with customized content. Franchisees now have the ability to author content for their pages that reflect some local relevance. Further, they can modify their title tags, meta search descriptions, and keywords, as well as customize the Alt-Text for their imagery and other media. This all contributes to their ability to improve their local, organic search using approved "white-hat" techniques.

Key to the success of such a program is the ability for the franchisees in their network to use webtree**pro** without a lot of ongoing support. To get the program launched, Alliance's advertising agency, Alexander & Hughes, produced the site design and content strategy, as well as the initial content build. Alliance is now making sites available to their franchisees, along with some initial training, so they can begin to work on their localized content using a very friendly, "non-technical" browser-based interface.

From the **webtreepro** perspective, winning Alliance Cost Containment's business was an important milestone. "Alliance Cost came to us with a significant laundry list of deliverables, and for them to select us is especially meaningful, given their diligence and requirements," said Kevin Weisner, General Manager. "As a customer, they have embraced so much of what **webtreepro** offers, and have even come up with some terrific ideas about how to extend **webtreepro**'s capability. We've made some positive enhancements to our platform in order to serve Alliance Cost, and that only serves to make **webtreepro** appealing to an even larger audience," added Weisner.

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About webtreepro

Webtreepro is a vertical content management system designed especially for franchises, dealer networks and other branded organizations that need to maintain multiple websites under brand management. With true on-page editing, and simultaneous one-to-many publishing, this SaaS platform is built to enterprise standards with hosting, application maintenance and upgrades all included. **Webtreepro** is a product of Primero Systems, Inc., which specializes in the production of web-based process-intensive business applications. Based in San Diego, California since 1994, Primero serves customers in the retail travel, medical, aerospace, communications and government sectors. Primero is a member of the San Diego Software Industry Council, and employs staff in the United States and Argentina.

About Alliance Cost Containment

Since 1992, Alliance Cost Containment's team of professionals and expense category experts has delivered measurable cost savings to over 1,000 businesses and organizations in a wide range of industries in the U.S and Mexico. Based in Louisville, Kentucky, Alliance Cost Containment currently has 48 franchisees and affiliates. For information contact Miles Lee at 502-635-3208, or mlee@alliancecost.com

About Alexander+Hughes

Based in Louisville, KY, Alexander + Hughes Advertising and Marketing was formed in 1992 as a strategic marketing and advertising agency. Alexander + Hughes' capabilities include strategic planning, identity development, communications materials (traditional and online), advertising, internet marketing and public relations.