



MarketingTactics Launches Improved Website for Confio Software

WebEnhancement services will help database performance company accelerate growth

Denver, Colorado, USA – January 23, 2006 – MarketingTactics, an innovative web design firm announces the launch of an enhanced website for Confio Software of Boulder, Colorado. This revamped website offers improved navigation, a more refined look and two new sections: partners and technology.

“Our website is a strategic tool,” said Don Bergal, chief operating officer for Confio. “This improved website offers easier navigation and a more elegant look. More importantly however, we have created an entirely new section to support our recently announced Igniter Suite software.”

“We are pleased to have created this latest version of the Confio website,” said Tracie Barnes, vice president of marketing for MarketingTactics. “Since 2005, we have provided Confio with WebEnhancement services and feel this new look will accurately reflect Confio’s image to its prospects and customers.”

MarketingTactics’ WebEnhancement™ service provides ongoing website maintenance. It focuses on continuous improvements to the website’s design and implementation and also includes: Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

About MarketingTactics

Since 1995, MarketingTactics has helped numerous marketing managers implement their marketing plans. Through its WebEnhancement™ and WebStartUp™ services it has created or improved over 60 websites for small to mid-sized companies in the U.S. and Europe. Going beyond websites, the company has created: product launch plans, datasheets, software packaging and product presentations. The company’s ability to quickly deliver high-quality work for its clients has lead to continuous growth since its inception.

For more information, visit MarketingTactics’ website at www.marketingtactics.com.

Media Contact

Tracie Barnes
MarketingTactics
Tel: +1.303.715.1516
Email: tracie@marketingtactics.com