

## FOR IMMEDIATE RELEASE



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### Media Fusion Technologies Donates New Dynamic Website to Opportunity House

Boyertown, PA – (7-Apr-11) [Philadelphia-area website design, development and hosting company, Media Fusion Technologies, Inc.](http://www.gomft.com) (MFT), has donated, developed and deployed a new, dynamic website for **Opportunity House** ([www.opphouse.org](http://www.opphouse.org)) of Reading, PA, a not-for-profit, multi-service organization that improves the quality of life for children, families and adults who face various obstacles to independence and supports their efforts to achieve and maintain self sufficiency and wellbeing.

MFT President and CEO, **Darrell Kean**, routinely provides meals and volunteers his time to assist at Opportunity House and has been doing so for more than six years. “I coordinate the shelter meal program for my Mission Team at Good Shepherd UCC, Boyertown,” said Kean. “Opportunity House is the organization chosen by that team, years ago, as the focus for our Shelter Meal program.

“I can’t think of an organization more worthy of my personal help in cooking for and serving those in need at Opportunity House, as well as the help of my company in providing an online resource to better promote Opportunity House and the good being done by the wonderful staff there. **Modesto D. Fiume**, President of Opportunity House, has done such a fantastic job in developing his vision of hope and propagating that dream always further... always better. I admire him greatly.”

MFT Operations Director, **Jim Ott** also serves at Opportunity House as a volunteer. “It is a true honor for me to work with the staff of Opportunity House on their new website project,” said Ott. “As one who frequently volunteers serving the evening meals at the Shelter & Supportive Housing Program at Opportunity House, it is truly a blessing to be able to work with Opportunity House staff to develop a more user-friendly web presence that will enable them to better serve, educate and inform the community.”

According to Ott, the project included a complete redesign consisting of a new look and improved, easy-to-use navigation. Programming in the Microsoft .NET framework will provide Opportunity House staff with the ability to login and update website content live time, 24/7 through the proprietary MFT Content Management System (CMS). This comprehensive CMS includes modules for Freestyle page content editing as well as database-driven modules for a Photo Gallery, Calendar, Frequently Asked Questions, Announcements and News / Press Releases. In addition, MFT will be programming an intranet which will give Opportunity House staff the ability to securely share files and a calendar module within the organization.

Opportunity House, located at 430 North 2<sup>nd</sup> Street in Reading, began as a mission of local churches in 1984 by local business leaders and the Reading Urban Ministry to keep men from freezing to death on the streets of Reading. Since then it has grown exponentially to include counseling and life-management skills, childcare (Second Street Learning Center) and child sexual abuse / victim services (Children’s Alliance Center/CASA), permanent and transitional housing and more (The Shelter and Supportive Housing Program). Additional information on Opportunity House including donation and volunteer services can be found by calling 610-374-4696.

**ABOUT MEDIA FUSION TECHNOLOGIES, INC.**

Media Fusion Technologies, Inc. (MFT) is a multi-media marketing services company specializing in online application development, custom programming, website design and in-house hosting and maintenance. MFT's network is comprised of multiple racks and servers, all running Microsoft OS and utilizing Microsoft's SQL Server as the primary database management system. MFT's Internet connection is powered by fiber optic lines to their upstream provider(s) with the data connections being maintained using the latest in Cisco, SonicWALL, Barracuda and other bandwidth routing and management appliances and software. Further information regarding MFT's network is not available for general release.

As a result, MFT has firmly established itself as a leading source for all graphic design as well as Internet, Intranet, and full online web design and application development. Further, MFT creates CDROM/DVD presentations, commercial photography, commercial print design, radio and TV production and placement, and other video needs for customers regionally, nationally and internationally. For more information visit [www.gomft.com](http://www.gomft.com) or call (800) 307-3533.

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