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Contact:

Darrell Kean
Media Fusion Technologies, Inc.
www.gomft.com
610-369-7747
800-307-3533
darrell@gomft.com

RUseeN Reflective Clothing Launches New Website through Media Fusion Technologies

Boyertown, PA – (22-Nov-10) RUseeN Reflective Apparel, LLC of Reading, PA – specializing in [reflective safety clothing and apparel for runners, walkers, joggers and bikers](#) – recently launched a new website with comprehensive online store (www.RUseeN.com) through **Media Fusion Technologies, Inc (MFT)**.

Browsing through the site, visitors will find a unique and fashionable product line of [hi-visibility and reflective safety clothing for runners, joggers, bikers, hikers, walkers, cyclists, hunters, children](#) or mom walking the dog. Specialty items include [hi-visibility reflective shirts, vests, gloves, hats, sash, ribbons](#) and more.

“RUseeN has designed and created a fashionable, comfortable clothing line that is breathable, hi-tech, moisture-free, wicking, color fast and provides UV protection,” said owner, Jill Gallen. “The new and improved eCommerce platform of our website allows us to deliver our products to the masses with several upgrades, making the task of browsing much easier for the customer.

“RUseeN is excited to enter a new era of eCommerce for the company; one which provides a fast, easy, and satisfying transaction for all visitors to the site! Visitor support for RUseeN is of great value to us, and it is our goal to make it rewarding for our visitors as well.”

The website was designed and programmed by MFT in the Microsoft .NET framework using Microsoft SQL Server as the database platform. Together with other technologies, these establish a stable, dynamic, comprehensive and extensible website environment which allows the customer to control site content live time via web browser using MFT’s proprietary Content Management System.

The core of this install included the latest version of MFT’s custom **Online Shopping Cart and Automated Reporting (OSCAR)** solution. According to MFT sources, the OSCAR shopping module is a full-featured, total solution to Ecommerce. OSCAR enables Website owners to fully manage their products / services, details, coupons, quantity discount pricing, club pricing, shipping, etc. in addition to providing customer account profile management, searchable database features and all other important considerations for a complete online shopping solution.

In addition, the site includes MFT’s Search Engine Optimization (SEO) program, a dynamic, cohesive and enhanced SEO system that delivers consistent top placement across all major search engines. This system utilizes the robust framework of Microsoft .NET in conjunction with advanced SEO programming and strategies that have been developed over the past ten years by MFT’s SEO-certified staff. Additional information on MFT’s SEO and programming is not available for general release.

For additional information on **RUseeN Reflective Apparel, LLC**, visit www.RUseeN.com or call (610) 777-1288.

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