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**REPPERT'S CANDY SWEETENS SALES THROUGH MEDIA FUSION TECHNOLOGIES'
ADVANCED ONLINE SHOPPING SOLUTION**

Boyertown, PA – (January 08) Media Fusion Technologies, Inc (MFT) recently unwrapped the new online store solution for Reppert's Candy, a noted family-owned and operated confectioner which has been producing quality candies since 1945.

Reppert's Candy first took their company to the Web in 2003 through MFT. This Website contained static content until 2007 when the Schell family – owners of Reppert's Candy since 1978 – agreed with MFT's recommendation to add dynamic content and a 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's Beth Tercha – OSCAR lead developer – 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.

"Even though we originally programmed OSCAR as a module," Tercha explained, "every time we install it for a customer we customize the programming to best meet that specific application. Every business is unique so OSCAR is continually evolving to meet those requirements."

Ken Schell, a graduate of Albright College, grew up with the business over the last 11 years and currently oversees production as well as the cooking of the products for Reppert's Candy. Ken reflected on the near instant success that the company experienced since MFT installed OSCAR on his website. "An overwhelming demand from our customers, both online and by phone prompted us to launch our online store this past Christmas," Schell stated. "The response in the short time that it has been live has been tremendously positive. We plan to push our online store more in the coming months and expect it to continue to be successful.

"Using the tools provided by MFT, we are able to update the items available online fast and with ease. The user friendliness of the cart has greatly contributed to the overall success with the online store. "

Ken is assisted in operating the business by his father Larry, who purchased the business in 1978 and has served as President of the Retail Confectioners Association of Philadelphia; mother Jean,

who oversees the retail side of the operation; and brother Keith, who is involved in production as well as research and development of new products.

Now those who may have grown up with Reppert's Candy and moved away from the area can get their sweet-tooth fix by visiting www.reppertscandy.com and filling their shopping carts.

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 multiple servers, all running Microsoft OS and utilizing Microsoft database management systems. MFT's Internet connection is powered by multiple trunk lines and 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, Internet, Intranet, full online web application development, CDRom/DVD presentations, commercial photography, commercial print design and production, radio & TV production & placement, and other video needs for customers regionally, nationally and internationally. For more information visit www.gomft.com or call (800) 307-3533.

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