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### Contact:

Darrell Kean  
Media Fusion Technologies, Inc.  
[www.gomft.com](http://www.gomft.com)  
610-369-7747  
800-307-3533  
darrell@gomft.com

### Atlantic Energy Concepts Launches New Website Through Media Fusion Technologies

Boyertown, PA – (27-Mar-10) People seeking information on [lighting retrofits and upgrades](#), [energy audits](#), [energy management and engineering services](#), [solar energy solutions](#), [green technology](#) can find these and other energy-related answers on the new **Atlantic Energy Concepts** website ([www.atlanticenergyconcepts.com](http://www.atlanticenergyconcepts.com)) developed by [Philadelphia area website design and development company](#), **Media Fusion Technologies** (MFT) of Boyertown.

Atlantic Energy Concepts was established in 1994 by Brad Salamone who had a vision to provide customers with sustainable facility solutions that maximize energy cost savings while significantly reducing energy consumption. The company has since become recognized throughout the industry as a customer-driven company which sets new standards in the forward-thinking implementation of energy-efficient products and services.

Salamone, now serving as Vice President and Chief Operations Manager, refers to the website as being “extremely progressive.” He noted that it looks fabulous visually, adding “I am very pleased with our website and believe it will be useful to our clients and potential clients... I am looking forward to seeing increased revenues being realized from this massive effort.”

Stephanie Penkunas, Marketing Director for Atlantic Energy Concepts remarked, “Media Fusion worked wonderfully with Atlantic Energy Concepts, understanding and sharing our unique vision of how important the focus on the energy industry is right now. Our site has to convey the concepts of energy and green-building solutions. Partnering with Media Fusion allowed us to fully realize that goal.

“We wanted our site to be current, useful and educational. Media Fusion supplied us with all of the tools to be successful in this crucial venture.”

According to the website, Atlantic Energy Concepts utilizes a diverse and uniquely-qualified staff including sales, management, engineers, designers, project managers, installers and support personnel. Collectively they possess more than 50 years in lighting design and electrical engineering experience and more the twenty years of membership in the Illuminating Engineering Society of North America. Over the past five years the company has experienced strong business growth, more than doubling its staff size, while saving its customers more than \$20 million in energy costs.

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.

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.

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