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

T.P. TRAILERS MAKES SHOPPING FOR TRAILERS EASY WITH NEW HI-TECH WEBSITE

Boyertown, PA – (27-Mar-10) **T.P. Trailers, Inc.** of Limerick has made shopping for horse trailers, landscape trailers, cargo trailers, car haulers, ATV trailers and more easier than ever before with the recent launch of its new website (www.tptrailersinc.com) through Philadelphia area website design and development company, **Media Fusion Technologies** (MFT) of Boyertown.

T.P. Trailers started its web presence in 2002 with MFT and recently signed up for a complete overhaul of the website in order to utilize the most current technologies to promote its product lines on the web.

"We are looking forward to great success with our new website," said T.P. Trailers owner, Tommy Perkins. "This was a collaborative effort between the members of our staff at T.P. Trailers and the technicians at Media Fusion. We wanted a website that could be found easily, and would provide information and pricing on our products at the click of a button. We launched the new website on a Wednesday and directly rented one trailer and sold two before the next day's end!"

All of this technology provides the T.P. Trailers administrative team with the ability to keep their live inventory available online as well as process orders online for delivery or pickup, including purchase and rental. In addition to its extensive new and used trailer inventory, T.P. Trailers specializes in storage rentals, truck and trailer equipment including dump inserts and hitches, and snow plows, salt spreaders and more.

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 more information on T.P. Trailers visit www.tptrailersinc.com or call 800-255-0666.

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