



FOR IMMEDIATE RELEASE

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[Inset text: *"The overall sum of both the public and private BASD Websites will be one of the most comprehensive, architecturally scalable and programmatically exciting online collaboration environments ever owned by any school district." ~ Darrell Kean]*

BOYERTOWN AREA SCHOOLS RELEASE ADVANCED WEBSITE WITH THE HELP OF MEDIA FUSION TECHNOLOGIES

Boyertown, PA – (July 07) Boyertown Area School District (BASD) and Media Fusion Technologies, Inc. (MFT) of Boyertown; announce the release of a new BASD website – ***www.boyertownasd.org*** – delivering a fresh, contemporary design and launching BASD into the very latest in dynamic website technologies.

The new website – hosted and maintained on MFT's servers – features custom design and programming by MFT in the latest Microsoft .NET 2.0 framework allowing for maximum dynamics, functionality, stability and security. Authorized BASD staff control the website content live-time 24/7 via MFT's Content Management System (CMS), a comprehensive and secure remote administration control panel that is accessible through any web browser.

This control allows BASD staff to add emergency closings, delays and general notices to the website instantly. Additional dynamic features include complete details on every school in the district, sports and events calendars, curriculum details and resources, services, staff directory and much more. The new website also provides details on school board meeting schedules, agendas and reports and allows users to download the detailed minutes from every board meeting.

"Boyertown Area School District appreciates the unique partnership that it has with Media Fusion Technologies, Inc.," said Dr. Harry Morgan, BASD Superintendent. "Without this working relationship, BASD would have great difficulty establishing a sophisticated website. We realize that in today's world, many people's first contact with a school district is through web access and we believe the new design provides a great 'first impression' of our district. The design of the website enables people to navigate it easily and they can quickly find information about our school district."

A critical community-minded security feature of the website (recommended and provided by MFT) gives BASD officials the ability to send emergency alerts via email and cell phone text message to all parents, staff, students and community members who subscribe – through the Website – to the **Community Emergency Notification Text Service (CENTS)**.

The CENTS system will utilize the latest in list server technologies to provide immediate, potentially life-saving notification to the community in the event of district-related emergencies and can also be used by community emergency response and Homeland Security officials if authorized by BASD.

Karen M. Beerer, Assistant Superintendent for Curriculum, Instruction and Assessment at BASD commented, "This system, appropriately named CENTS, makes perfect *sense* in today's world. The safety and security of our students is of utmost importance. It makes sense to utilize the technology as part of the process to maintain safety and security."

The BASD website is sponsored by Body-Borneman Insurance of Boyertown who has provided continued sponsorship of BASD websites for more than 10 years. Additionally, Media Fusion Technologies made a considerable donation of design and programming resources to the district in order to make the release of the new website possible.

"MFT has ensured that every possible resource has been available when necessary in order to support the Boyertown School District with both the public online environment, and forthcoming private district Intranet Site", said Darrell Kean, CEO of Media Fusion Technologies.

"Along with the fantastic long-term support of Body-Borneman Insurance for the entire term of MFT's involvement in the District's online presence, MFT has been able to provide additional resources for the continued research and development of technologies necessary for the furthering of the School District's public Website, and private online staff collaboration area."

According to Kean, MFT will be leading the way in obtaining consistent sponsorships from local businesses and community leaders to help offset the ongoing costs associated with keeping the district's staff included in the latest in online collaboration technology, including a perpetual commitment to hosting the district's Website and private Intranet solutions.

Kean concluded, " As a whole, the overall sum of both the public and private BASD Websites will be one of the most comprehensive, architecturally scalable and programmatically exciting online collaboration environments ever owned by any school district; and on top of all of that – it will simply be an awesome tool for both District residents and BASD teachers and staff."

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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