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SCHUYLKILL VALLEY SPORTS SIGNS WITH MEDIA FUSION TECHNOLOGIES FOR CHAMPIONSHIP-LEVEL ONLINE STORE

Boyertown, PA – (August 07) Schuylkill Valley Sports, Inc. (SVS) - a leading sporting goods supplier in Pennsylvania since 1971 – recently contracted with Media Fusion Technologies, Inc. (MFT) to develop a championship-level website including redesign, online store overhaul with direct point-of-sale tie in, live-time inventory management and much more.

What began in July as a routine monthly meeting to discuss a quick facelift for www.svsports.com (a website that MFT designed and has hosted and maintained for more than seven years) lead to MFT President and CEO, Darrell Kean revealing what he felt to be considerable missed revenue opportunities that could be realized by completely revitalizing the website design and functionality into one that the public would wholly embrace and utilize to its fullest extent. SVS officials, including President Jerry Williams, quickly agreed to move forward with Kean's comprehensive proposal.

"At SVS we have realized that the younger generation spends many hours a day on the computer," said Williams, "and we want to have a site that people not only consider for online purchases, but also where they go to check out what is happening in the world of sports. Our site will have our entire line of product and availability along with contests, product discussions, and many other interactive ideas that we are working on that will be sure to entertain and inform."

In addition to the aesthetic facelift, considerable attention is being given to programmatic development and functionality. MFT's Beth Tercha serves as Lead Programmer on the project. "Web-development technologies have advanced considerably in the years since we designed the first SVS website," said Tercha, "and we look forward to bringing those technologies to the new website. The range of dynamic enhancements on the frontend (public viewable) redesign will include the addition of an events calendar with supporting announcements and upcoming specials, photo gallery, FAQs and various newsletters specific to individual interests."

According to Tercha, the nucleus of the enhancements will be a significant upgrade to MFT's Online Shopping Cart and Automated Reporting (OSCAR) system. "Even though we originally programmed OSCAR as a module, every time we install it for a customer we customize the programming to best meet that specific application. Every business is unique. In addition to OSCAR's standardized features like coupons, quantity discount pricing, club pricing, customer account profile management, searchable database, etc.; the SVS OSCAR solution will have a full backend (Intranet) interface tied-in directly to the SVS point-of-sale system and store inventory,"

she said. "This will provide customers who are shopping online, with the very same live-time availability of items that walk-in shoppers find at the store level."

Tercha explained further that these features will allow SVS to provide online shoppers with pre-pack pickup at any store location, quick direct shipping, mixed-method shipping and more.

SVS Information Technologies Manager, Nick Rhoads will be handling the OSCAR interface for SVS. "Linking our retail systems to our website will enable SVSports.com to efficiently showcase our entire in-store inventory online," said Rhoads. "This (upgrade) will give our customers a convenient way to research and browse our in-store offerings with the added benefit of purchasing online. This is an important step in the evolution of our business which will ultimately allow us to better serve the customer."

Perhaps even the SVS official spokesman (hard-hitting Philadelphia Eagles six-time Pro Bowl defensive back Brian Dawkins) would agree that above all else, you always have to play hard and play to win. The team at SVS certainly does just that, and is now positioned to play harder than ever before by utilizing the plethora of advanced dynamic enhancements that MFT will be implementing over the coming months. Expected "go-live" date of the new advanced website is the mid-November (2007).

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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