

EGO Factory News
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FOR IMMEDIATE RELEASE

EGO Factory begins offering marketing strategy, interactive media and online expertise.

Irvine, CA (April 20, 2003) – EGO Factory has opened its doors as a full-service interactive agency with expertise in strategy and planning, Web development, and online marketing and promotion.

The mission behind EGO Factory is bringing solid interactive solutions to the healthcare industry, combining the passion for helping people with the focus on Web development and new media. While EGO Factory primarily serves the healthcare community, the company also puts its expertise to work to complete various Web-based general consumer marketing initiatives.

“Bringing solid creative solutions to a technology-hungry market is what gets us out of bed in the morning,” said Brent Bolton, Chief Creative Officer of EGO Factory.

Brent Bolton and Alexander Zonin are the founding partners and principals of EGO Factory. With more than 12 years of experience in interactive media and online marketing, Brent serves as Creative Director, working closely with client marketing groups to determine creative strategy for projects. As Technical Director, Alex uses his years of worldwide experience in IS service and product development to bring creative projects to life with cutting-edge, interactive technologies and precise coding.

To find out more about EGO Factory, please visit www.EGOFactory.com.

Contact EGO Factory today to learn more at info@egofactory.com.

About EGO Factory

EGO Factory is a full-service interactive agency that offers Website development, Web maintenance, business-class hosting, consulting and online marketing. EGO Factory was formed in April 2003 with a commitment to developing high-quality online and offline solutions to meet client needs, provide results and surpass expectations. Like with any business, in the world of interactive media, there is a constantly evolving set of rules and standards. EGO Factory takes pride in being on the leading edge of those interactive media standards, in order to keep clients' businesses on top of the marketplace. Working with EGO Factory, clients enjoy an unsurpassed level of quality, consistency and efficiency, while fulfilling their interactive and traditional marketing needs.