

EGO Factory News

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FOR IMMEDIATE RELEASE

EGO Factory launches their new company website, with a fresh new look, including new user friendly client tools and easy to use visitor search options, at www.egofactory.com

IRVINE, CA (February 25, 2008) With over five years in professional web development, EGO Factory is proud to announce the launch of their third generation corporate website. While many have been anticipating the new look that EGO Factory has been cooking up, web production assistant, Jacob Roth had this to say; "The site is very intuitive and the healthcare flash piece is creatively the best interactive (intro) video I have seen on any healthcare marketing website"

The website offers new and updated features such as the Showcase, Client Zone and the Featured Client Work. Offering easy and fast access to the Client Showcase, you can guide yourself through the showcase using images and dropdown menus. "Our main focus was to recreate our website to be as user-friendly as possible," explained Brent Bolton, Chief Creative Officer. "I am extremely pleased with the results".

The team at EGO Factory has additionally added client tools under a secure login system exclusively for their clients. Clients can now login to the Client Zone and keep track of their projects, support tickets, web statistics and more.

About EGO Factory

EGO Factory is a full-service interactive agency that offers web site development, web maintenance, business-class hosting, consulting, and online marketing. EGO Factory was formed in April 2003 with a commitment to develop high quality online and offline solutions to meet client needs, provide results and surpass expectations. Like in 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 their 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.