

Contact:
Bill Fryers
Zontik, Inc.
309.723.6613

Mid-market Companies Take Aim at Fortune 500 with Microsites

Colfax, IL, February 24, 2003 -- Zontik released its latest whitepaper - "Microsites, A powerful tactical element in your marketing strategy ". The whitepaper explains how mid-market companies can integrate microsites into their web based marketing strategy.

"Mid-market companies can effectively compete with Fortune 500 companies on the web. Microsites are a powerful element in an effective web based marketing strategy," says Bill Fryers, President of Zontik.

The whitepaper is available for download at the Zontik web site, www.zontik.com.

Zontik is a provider of eBusiness applications software to mid-market companies. The applications are designed for the business needs of mid-market companies. Zontik's eBusiness applications let mid-market companies take advantage of the three eBusiness web platforms. Additional company information is available at the corporate website --www.zontik.com.

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