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### **Spiders Spawn A New Customer Dynamic**

Colfax, IL, November 10, 2003 -- Zontik released its latest whitepaper - "Along Came A Spider, Search Engine Marketing". The whitepaper explains how mid-market companies can integrate Search Engine Marketing into their web based marketing strategy.

"Customers who use the Internet are becoming more sophisticated. They are cutting directly through the billions of web pages to the single page they want. Their ally is the search engine spider. This new dynamic puts the customer in charge. That's good news for mid-market companies, because it levels the playing field. Mid-market companies can effectively compete with the Fortune 500 through Search Engine Marketing," says Bill Fryers, President of Zontik.

The whitepaper is available for download at the Zontik web site, [www.zontik.com](http://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](http://www.zontik.com).

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