

## FOR IMMEDIATE RELEASE

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# Announcing MassUpdater, the New Web Technology That Changes Everyone Into a High-Powered, Seasoned Web Developer.

**The most amazing piece of technology to come out of Chicago in years, MassUpdater allows site owners to update their sites with popular apps including those from YouTube, Flash, and beginning today, Flickr.**

CHICAGO –Apr. 29, 2009—MassUpdater today announced the release of version 1.5, a revolution in web technology allowing small business owners access to the tools of pricey web developers, without the cost or training. Created by two lifelong Chicagoans with more than a decade of Web Development experience, MassUpdater 1.5 is the only Content Management Software on the market designed specifically for the untrained website owner, and the only CMS to provide as many high impact features.

Small business owners have been looking for an alternative to expensive website maintenance. Until now, the options were pretty sad: take the time out to read up on CMS software and HTML, or let your company's website gather internet dust, with a "last updated" date that just keeps getting older. MassUpdater has put an end to these limitations by giving website owners with little to no technical knowledge the ability to add powerful features without worrying about damaging the initial site design. MassUpdater does the heavy lifting.

With more small businesses taking websites online every day, MassUpdater is providing easy access to total control of those sites. Designed specifically for luddites and technophobes, most customers can use MassUpdater without ever looking at the instructions. MassUpdater boasts a unique, out of this world interface. The controls are organized into a single quick-loading screen with a layout that is easy on the eyes to make web design a low stress experience.

MassUpdater customers are surprised by how much this software changes their relationship to their websites. Teamsters Local 384 in Philadelphia had their website built in MassUpdater so that they could control regular updates in house. Since their website would be updated by an elected official, they chose MassUpdater in the hopes that each new leader would not have to devote weeks of training to learning the software. Still, upon completion of their website, Local 384 president Michael Bonaduce set aside an entire Sunday toward calling customer support for guidance with each feature that was not completely intuitive. By the end of the day, he had not needed to make a single call.

The release of MassUpdater 1.5 provides small business owners an exciting opportunity. With this software, they can build websites as easily as designing flyers. New information (such as price changes, sales, even commercials) can be added in the time it takes to check email. Website maintenance costs can be cut, and so can the timelines for new website projects. Thanks to MassUpdater, customers are downsizing costs while expanding their business.

In the early days of e-commerce, the internet represented a level playing field between big and small businesses. MassUpdater 1.5 represents a return to this, giving small mom & pop storefronts the chance to compete with corporations with bloated IT budgets. MassUpdater gives them this chance, with the more accessible monthly maintenance budget of \$0.

For a login & password to the MassUpdater Media Demo, please email [mu@massupdater.com](mailto:mu@massupdater.com).

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Proud Member of NAWBO, the National Association of Women Business Owners

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