FOR IMMEDIATE RELEASE
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MassUpdater Announces A Bodacious New Video Series, Making it Even Easier For Small Businesses to Cut Costs While Expanding Their Online Presence.

Two Lead Programmers from the South Side of Chicago entertain and educate with new YouTube series.

CHICAGO –May 18, 2009—MassUpdater today announced the release of a video series hosted by the Lead Programmers of MassUpdater 1.5, providing customers with an easy-going overview of how to cut the time and money spent on website creation & maintenance by using MassUpdater 1.5. This video series offers an opportunity for the press to get a first glimpse of the programmers of MassUpdater and the software itself.

The video series includes one Lead Programmer creating an entire web page in minutes using MassUpdater, the iPhone of website software, while another portion of the series shows how website owners with no technical skill whatsoever can add Flash animation to an already existing website.

No one enjoys reading instruction manuals, so the programmers at MassUpdater created a YouTube account with simple, low stress videos explaining how to use many of the software's features.

With the release of MassUpdater 1.5, the two Lead Programmers have added humor and fun to the web development process by addressing their customers directly. The videos familiarize new customers with where to find some of the new buttons on MassUpdater 1.5, and take the viewer on a brief tour of the software.

More than just a fun set of videos, however, this series actually takes the viewer through building an entire web page in minutes, something only MassUpdater 1.5 can offer.

MassUpdater 1.5 already has a diverse group of satisfied customers. The website of Teamsters Local 384 in Philadelphia was built entirely within MassUpdater. The Local is able to totally update and control their site with MassUpdater 1.5, including their new editable photo gallery, which gives them the new ability to share photos, taken during the recent presidential campaign, of Local 384 giving now president Barack Obama a warm welcome.

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.

With MassUpdater 1.5, small business owners 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.

For a login & password to the MassUpdater Media Demo, please email mu@massupdater.com.

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

Videos: http://www.MassUpdater.com/videos.php; Media: http://www.MassUpdater.com/media.php

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