

## Media Release

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FOR IMMEDIATE RELEASE

### **Triad Information Technology Company I.T. Worx Launches New WebWorx Division**

The Triad's full-service digital-technology company expands its computer-support, hosting, and managing abilities to deliver a full array of Internet development services.

**Greensboro, N.C. — Aug. 27, 2008** — I.T.Worx, one of the Triad's largest computer service firms is adding a full-spectrum digital design and development division to its diverse range of Internet offerings. The new division, called WebWorx, joins together the area's brightest designers, editors, database developers, tech specialists, and strategists to meet the advanced needs of its clients. WebWorx specializes in creating digital environments that enhance marketing and branding objectives in today's multi-sensory world of communications.

Jeffrey Loy, I.T.Worx president and founder, says "By adding to the organization's support specialists a separate but equally talented team of well-trained and experienced designers, developers, programmers, and editors, we will offer our Triad customers top-level services. To be able to add all the key features of a highly strategic Internet division to our already strong tech support and management capabilities will create the greatest potential and opportunity for our clients."

Joining forces with Loy to head up the new division of I.T.Worx is vice president, Joe Michel. Michel describes WebWorx as information architecture. "WebWorx has all the capability and experience to do strategic planning, creative design, digital development, marketing, and analytics. We will discover, design, develop, and deploy the environments our clients need to excel in. Our customers will be very pleased."

Michel brings more than 14 years of experience in Internet development and more than 20 years experience in publishing. Prior to launching WebWorx with Loy, Michel was founder and president of Pixels, Inc., one of Greensboro's most active and innovative Web design companies. He expanded Pixels into Pace Interactive, the Internet division of Pace Communications, one of the largest custom-publishing companies in the world.

I.T.Worx is a certified Apple reseller and service center. In addition, its expertise covers most other platforms, including Microsoft Windows and UNIX. As part of its large portfolio, it designs and builds IT infrastructures; it hosts email, Web sites, and servers; and it maintains and upgrades computer systems for Triad area businesses. With the addition of the WebWorx division, I.T.Worx will have an even more specialized collection of services. "We will work with our clients on a very personal level," explains Michel, "to discover exactly the Internet services that will answer their needs. Our designers, developers, and content providers will not only make the experience easy, but will also offer our clients the most current technology and advanced experience available."

Loy and Michel can be reached at their centrally located Greensboro office by email or by calling 336.8699687.

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