

Prolifics Taps eMagine, Launches Revitalized Website

New site supports multiple lines of business with clean, customer-centric design

NEW YORK, NY and TAUNTON, MA – February 25, 2008: Prolifics[®], an end-to-end systems integrator specializing in SOA and portal solutions, and eMagine[™], a leading Web design/hosting and marketing consultancy, today announced the launch of Prolifics' revamped website.

Prolifics was looking to support several business initiatives in the website redesign project, ranging from Prolifics' consulting services for IBM technologies to its business as an IBM software reseller to its recruitment of employment candidates. In addition, the company wanted the new site to have a more dynamic look and feel, provide an area for Flash graphics and include a solid search capability.

The project team's greatest challenge was devising a home page that incorporated Prolifics' goals within its design esthetics. The firms worked together to produce a superior design – attractive and clean-looking, with messaging couched in the language of Prolifics' customers (view the site at www.prolifics.com). Positive feedback on the new site began to stream in almost immediately – from company executives, sales teams and new employees.

According to Devi Gupta, Vice President of Marketing at Prolifics: “After evaluating several vendors, we selected eMagine as our website designer based on the breadth and look of their portfolio, their sales process, and their expertise in marketing, website design and search engine optimization. The old website no longer represented our true value. This new design will help us both drive in prospective employment candidates and enhance our sales process, because it perfectly matches our growing and dynamic company.”

Said eMagine's President, Bill Gadless: “Prolifics has a long and enviable history in the IT industry. Initially a builder of robust transactional systems for many of the biggest firms on Wall Street, Prolifics today provides comprehensive business solutions across a broad range of industries. Its award-winning solutions expertise builds agility into businesses around the world. We were honored to play a role in helping further the success of such a quality company.”

About Prolifics –

Prolifics, in business since 1978, is an end-to-end systems integrator specializing in IBM technologies. A Premier IBM Business Partner, Prolifics has garnered top awards for its customer solutions and its level of technical excellence. Our depth of experience with secure, end-to-end SOA and Portal solutions can help you with all aspects of the full project lifecycle including software procurement, architectural advisement, design, development through deployment, administration and training. With our unparalleled 96% success rate delivering projects on time, on budget, and to specification, let Prolifics be your technology partner. For more information, visit www.prolifics.com.

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About eMagine –

eMagine™ is the East Coast's leading Web design and Web marketing consultancy for B2B companies, tracing its origins to the dawn of the Internet age in 1995. Its services include Web strategy, website design and hosting, search engine marketing, content development and management, and email marketing. eMagine's forte' is helping clients achieve real business *results* from a total Web marketing effort. Its blog (<http://www.b2bwebstrategy.com/>) provides industry thought leadership on the full spectrum of B2B Web marketing. Further information may be found by visiting www.emagineusa.com or by calling 877-530-7993.

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