



## **MEDIA FUSION TECHNOLOGIES CELEBRATES 20<sup>TH</sup> ANNIVERSARY**

**Boyertown, PA** – (February 08) Media Fusion Technologies, Inc. (MFT) of Boyertown, PA is celebrating its 20<sup>th</sup> year of serving worldwide customers with a broad array of multimedia marketing solutions.

Browsing through the hundreds of customers in MFT's database, one will discover a virtual cornucopia of who's who in business. From the smallest in local sole proprietors to the multibillion dollar International corporations, MFT ([www.gomft.com](http://www.gomft.com)) and its growing team are continually positioning themselves to be in the forefront of melding the very latest in technology and design with sound and innovative marketing solutions.

In celebrating its Platinum Anniversary, MFT has firmly established itself as a leading source for all graphic design, Internet, Intranet, full online web application development, CDROM/DVD presentations, commercial photography, commercial print design and production, radio & TV production & placement, and other video needs for customers regionally, nationally and internationally. MFT's Internet connection is powered by multiple trunk lines and fiber optic lines to their upstream provider(s) with the data connections being maintained using the latest in Cisco, SonicWALL, Barracuda and other bandwidth routing and management appliances and software. Further information regarding MFT's network is not available for general release.

"We are fortunate and blessed to have assembled an impressive team that is extremely qualified in every aspect of what we do and equally passionate about keeping MFT on the leading edge of innovation with our products and services," said President and CEO, Darrell Kean. "From design, print, web application development and in-house hosting services to full-blown corporate marketing packages; we've got the best of the best and I couldn't be more pleased.

"Additionally, the vast majority of our business comes through word of mouth from our existing customers. That alone, is the greatest compliment a business can receive and we work diligently to maintain that honor."

Starting his company as the sole proprietor, Kean now heads the MFT team of employees alongside his wife Karen, who serves as CFO. Although the economy has fluctuated greatly over the last two decades, MFT proudly dons the badge of continued growth. In each of its 20 years, the company has experienced positive growth in both total sales and net profit. Never a losing year has been experienced regardless of economic hardships; in fact, the company has doubled in size over the last four years.

Socially conscious, Kean is also a firm believer in doing well by doing good. Over the years, MFT has donated tens-of-thousands of dollars in time, money and resources to support area churches, fire houses, school districts, YMCA's and a large variety of charitable organizations.

MFT first set its roots in 1988 as DK Kean Photographic Services, a commercial and industrial photography company headed by Kean. As a young man growing up in Louisville, Kentucky in the 70's and 80's; Kean's personal qualities and tireless work ethic were chiseled from the cultural granite of segregation, family struggles, post-secondary education, a passion for the art of photography and an insatiable fascination with the advent of the computer & Internet eras.

Upon settling in Pennsylvania where he met his wife Karen, Kean sought respite and foundation in his own existentialism and the positive influences of his past, forging his own mark and never looking back. DK Kean Photographic flourished and quickly evolved into Digital Fusion, Inc. after Kean recognized and answered the emergent needs of the surrounding community to have a broad array of quality multimedia marketing services compiled into one comprehensive and affordable package. After several years, Digital Fusion, Inc. evolved into Media Fusion Technologies, Inc. in order to better define the growing multitude of diverse services that the company provides.

For additional information on MFT, visit [www.goMFT.com](http://www.goMFT.com) or call 610.369.7747.

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