



FOR IMMEDIATE RELEASE

Contact:

Darrell Kean
Media Fusion Technologies, Inc.
www.gomft.com
610-369-7747
800-307-3533
darrell@gomft.com

Media Fusion Technologies Launches New Boyertown Area YMCA Website

Boyertown, PA – (June 08) **Media Fusion Technologies, Inc.** (MFT) recently launched a new, technologically-advanced and dynamic website for the **Boyertown Area YMCA** (www.boyertownymca.org).

The new site was designed and programmed by MFT and is hosted and maintained in-house on MFT's secure bank of servers. Developed in the Microsoft .NET 2.0 framework, the site sports MFT's proprietary Content Management System (CMS) which gives the website owner the ability to securely update much of the site content live-time 24/7 via web browser. According to MFT Programmer, Beth Tercha, the CMS functionality on this site includes MFT's Photo Gallery and Free-Style (form-based HTML editor) modules.

Additionally, MFT performed custom programming that gives the YMCA the ability to showcase their multitude of activities and programs while allowing site visitors the ability to easily search for and navigate through all programs that are offered.

"We're extremely happy with our new website," exclaimed Sharon Cramer, Marketing & Membership Director at the Boyertown Area YMCA. "Working with the staff at Media Fusion Technologies is a pleasure. Everyone is very helpful, insightful and knowledgeable. The flexibility and live-time control the Content Management System provides gives our organization the ability to give the most current information to our members and guests."

According to Cramer, the Boyertown Area YMCA originally began providing services in 1934. In 1980, the organization's first capital campaign raised \$700,000 to construct the Daniel B. Boyer center on West Spring Street in Boyertown. Following years of expansions and renovations, the organization added the Gilbertsville Center on Holly Road in 2003 and in 2004 the Hendricks Family Center opened its doors to the public on North Charlotte Street in New Hanover Township.

MFT Project Manager, Jerry Beck stated that MFT has supported and hosted the Internet presence of the Boyertown Area YMCA for more than a decade. "It's a pleasure for us to continue our long-term relationship with this generous, community-minded organization and provide them with the technological capabilities that they need to keep their members informed and up-to-date."

ABOUT MEDIA FUSION TECHNOLOGIES, INC.

Media Fusion Technologies, Inc. (MFT) is a multi-media marketing services company specializing in online application development, custom programming, website design and in-house hosting and maintenance. MFT's network is comprised of multiple racks and multiple servers, all running

Microsoft OS and utilizing Microsoft database management systems. 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.

As a result, 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. For more information visit www.gomft.com or call (800) 307-3533.

###