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Moyer's Catering Launches New Website Through Media Fusion Technologies

Boyertown, PA – (October 07) Moyer's Catering and Media Fusion Technologies, Inc. (MFT) are pleased to announce the launch of the all new Moyer's Catering website at www.moyerscatering.com, delivering the long-standing tradition of the family-owned business to the diversity and dynamics of today's Internet technologies.

Moyer's Catering is not new to the Web. In fact, they've had a static Internet presence since 2003. Now, in 2007, they made the decision to significantly increase the quality and impact of their presence by plunging into the vast dynamics that modern website design and technologies serve up, and MFT was their company of choice.

"We rebuilt this site from the ground up to give it a modern visual appeal that was relative to their business," said Justin Jermacans, MFT primary designer for the project. "Following the approved design phase, our programming department added custom dynamic control in .NET technology including installing our Content Management System and required modules."

MFT's Content Management System (CMS) enables users to login remotely from any web browser 24/7 and change the content of their website live time. Additionally, Moyer's Catering signed on for MFT's Search Engine Optimization service (SEO). MFT's SEO service provides crucial, proprietary dynamic site structure and monthly maintenance that will allow Moyer's Catering to further capitalize on their new website by placing their site high in the top major search engines for related regional search topics.

"We are excited about the launching of our new website," stated Lori Moyer of Moyer's Catering. "It is another tool we are using to get the word out in the area about our delicious and reasonably priced buffet menus. This comprehensive new website will clearly show visitors that we offer many food items to simplify their lives by supplying the food for gatherings with family, friends and co-workers."

"We are pleased to launch this new site before the quickly-approaching holidays. We encourage viewers to pick out their menu from our site, give us a call to book their party and tell us what they think of our new look."

If visitors respond as fervently to the new website as they have in the past to the caterer's legendary Broasted Chicken, Roast Beef and many other delectable menu items; the success of the new site will be realized quickly and for decades to come.

ABOUT MOYER'S CATERING

The Moyer family has been providing catering services to the Berks, Bucks, Chester, Lehigh, Montgomery and Northampton County regions of Southeastern PA (including Pottstown, Reading and Boyertown) since 1978. Moyer's Catering is a family-owned and operated business specializing in delicious, affordable and reasonably priced homemade foods.

Moyer's Catering specializes in providing friendly, professional and complete catered events including wedding receptions, corporate and golf outings, family picnics, funeral buffets, holiday parties, pig roasts, graduations and much more. For further information visit www.moyerscatering.com or call (610) 367-2251.

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.

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