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FOR GENERAL RELEASE

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**“IT’S ALL GOOD” LAUNCHES AFFORDABLE INTERNET MARKETING
PREVIOUSLY ONLY AVAILABLE TO FORTUNE 1000 COMPANIES
Powerful Innovations Offered in Dbase Marketing, Traffic Builders, Content Management**

It used to be that only Fortune 1000 companies with vast marketing budgets could afford sophisticated website development, multimedia traffic building, highly effective database marketing management, and autonomous content revision capability. Working under the philosophy of letting people do what they do best, It’s All Good Companies (IAG), headquartered in Sedona, AZ, with satellite offices in Phoenix, LA and New York, has developed software and methodologies aimed at exactly this in the web design business at rates affordable for smaller businesses.

From complete website content management systems to industry-specific specialty packages to results-oriented database marketing services, the range of packages and website plugins offered by IAG are of tremendous value to virtually any website, and best of all can be plugged into most existing websites. These powerful web modules are designed to maximize the impact of their clients’ websites, and to do so at a price that makes sense. The web is full of purposeless sites that make little sense and even less profit. Not just simple eye-candy, IAG’s function-driven modules are designed with clarity of purpose and vision that quickly generates positive bottom-line impact.

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A perfect example is the MailStakes program, for which IAG has recently inked a three-year exclusive representation agreement in partnership with Pulitzer Newspapers, Inc. In the program, IAG oversees a direct marketing piece sent to well-targeted prospects. The piece promotes an attractive prize and includes a unique MailStakes number. The respondent enters the company's website, punches in their number, and prior to discovering whether they have won, fills out a short questionnaire, gathering relevant information to improve the focus of the company's future marketing efforts. MailStakes has clearly shown the benefit of integrated marketing efforts, far surpassing the industry standard 2% returns. Teva, for whom MailStakes was developed, has experienced a response as high as an astounding 37%.

The Best Western Inn of Sedona saw a 6 ½% return using MailStakes to reach meeting planners, 5% in the first three days, producing hot leads resulting in nearly \$100,000 of new group business for 2003. And, according to General Manager John Tolliver, they expect a 15% return on their next effort, mailing to bridal show attendees and offering a honeymoon package in Sedona. In a letter to IAG, Tolliver said, "Integrating our Direct Mail program with our website was a stroke of genius on your part and accomplished in three days what would have taken my sales office a month." (See additional news release for more details on Inn of Sedona's phenomenal results from IAG's integrated marketing systems).

IAG, responding to overwhelming intelligence that most companies, large and small, are not taking nearly enough advantage of their database resources, has also fine-

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tuned its database marketing services. Bringing on Olin Robie, veteran database wizard who has worked with such companies as Dell and Marriott, as its Director of Database Marketing, IAG can now provide high-end marketing methods to the average business owner. Now IAG clients can consolidate marketing data drawn from numerous sources (website visitors, order placement, accounting, hotel reservations, etc.), merge it into a central marketing database, and use it as the foundation for the company's strategically targeted outbound marketing. IAG enhances this service with monthly database analysis.

A further IAG web tool companies have found greatly beneficial is the ability to change their website's content without needing HTML knowledge or incurring the expense of technical consultants. Called Interactive Content Systems, this technology has been a great boon to IAG clients such as LuxurySedona.com. This is the luxury home division of Coldwell Banker, which now has the in-house ability to alter frequently changing listings.

Having an excellent, flexible website isn't enough. People have to see it. IAG also offers a service in which they guarantee top-ten placement on the major search engines.

Founded in 1994 by Mark Peebler, IAG Companies offer a host of other cutting-edge services in web development, marketing, photography, and graphic design, serving over 500 clients to date. The satisfaction of their clients was reflected in the 150% growth IAG enjoyed in 2002. They project 300% growth for 2003.

IAG can be reached at 928-203-9419, toll-free at 888-828-4171, or on the web at ItsAllGood.com.

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