

For further information contact:
StructuredWeb, Inc.
Jo Lee, Director of Marketing and Communications
jo.lee@StructuredWeb.com
401-338-5445

Office Furniture Dealers Alliance
Sheri Winter
swinter@ofdanet.org/Email
703-549-9040, ext. 125

OFFICE FURNITURE DEALERS ALLIANCE (OFDA) CHOOSES STRUCTUREDWEB TO COMMUNICATE MORE POWERFULLY WITH MEMBERS

StructuredWeb jazzes up OFDA TechTips with eye-catching color and graphics.

SECAUCUS, NJ and ALEXANDRIA, VA, January 29, 2003 – StructuredWeb, Inc., developers of comprehensive eBusiness solutions for small businesses, and Office Furniture Dealers Alliance (OFDA), the trade association for office furniture dealers and their trading partners, announced today that OFDA has deployed StructuredWeb's eBusiness solution to update and enhance OFDA's three online publications, with more than 3,500 subscribers and 1,100 member companies..

“StructuredWeb allows us to easily and affordably email our members and subscribers media-rich announcements and newsletters,” said Jim McGarry, President of the OFDA. “With StructuredWeb, it's easy to create professional looking HTML newsletters that look great and catch our readers' attention. StructuredWeb gives us the ability to add value to our association while lowering costs.”

Customized for Office Furniture Dealers, StructuredWeb provides:

- A complete online product catalog with major manufacturer's up-to-date information.
- Email/Fax marketing tools for personalized and media rich promotions and newsletters
- *Personal Online Accounts* for posting customized quotes and floor plans
- Clear and detailed reports for tracking customer responses and identifying hot leads
- A professionally designed eCommerce-enabled web site.

“By choosing StructuredWeb, OFDA, the largest trade association for office furniture dealers, is sending a strong message that Email Marketing is a must have to succeed in today's market,” said CEO and Founder of StructuredWeb, Daniel Nissan. “We customized StructuredWeb to provide office furniture dealers with an affordable and easy to use solution for improving their bottom line. We look forward to working with more OFDA members and helping them to grow their businesses.”

About StructuredWeb

Established in 1998, StructuredWeb provides its leading comprehensive online sales and marketing solution to hundreds of small to medium sized businesses. The StructuredWeb eBusiness solution is designed to generate more leads, more orders and greater customer satisfaction while being affordable, quick to deploy and easy-to-use. The company has created and customizes the StructuredWeb solution for a wide variety of vertical and horizontal markets. For more information, please call (800) 399-3711 or visit <http://www.structuredweb.com>.

OFDA: The Trade Association for Office Furniture Dealers

The OFDA is the leading industry information resource for office furniture dealers and their trading partners. The association furnishes its more than 1,100 members with business solutions—research and information, dealer advocacy and networking opportunities—that make them more effective and most importantly, more profitable. More information on OFDA dealer resources is available on the Web at www.ofdanet.org or by calling the OFDA at (800) 542-6672.

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