

## **AMA Launches New Web Portal for Argentia**

### **Press Release - June 1, 2007**

#### **For Immediate Release**

*Argentia, NL – AMA LAUNCHES NEW WEB PORTAL FOR ARGENTIA* - The Argentia Management Authority Inc. (AMA) is pleased to announce the official launch of their new web portal which will take place at the AMA Boardroom at 11:30 am on June 1, 2007. As part of the AMA's ongoing strategic plan to develop and grow Argentia, the Authority contracted Wanda Cuff Young Inc. (WCYi) to design and develop a new leading edge web portal to marketing and promote Argentia and "The Argentia Advantage."

The new site is focused on key areas of development for the AMA, namely: the Port of Argentia, Argentia Industrial Park, Argentia Technology Park, Tourism Argentia, and the AMA. The Argentia Web Portal has hundreds of pages of reference, research material, and related information providing, potential investors, and companies looking to set up or establish their business at Argentia. Also, the web portal is providing information for our residents, tourists and/or visitors regarding the tremendous tourism product available at Argentia.

AMA Board Chairperson, Ms. Vivian Smith said: *"that in today's fast paced world, technology plays a very important part in the overall marketing and promotion strategies for Argentia and the Argentia Management Authority. Indeed, the web portal is a marvelous tool that allows rural locations, such as Argentia, to position ourselves on an even level with the much larger global centers. We believe that our web portal will provide the AMA with another very efficient and effective means of communicating with both the business community and our residents regarding what's happening in Argentia Today!"*

AMA General Manager, Mr. Ken Browne added: *"AMA's new web portal is a result of many lessons learned from comments and suggestions provided by the end users of our previous web sites. The Wanda Cuff Young Inc. team did a great job in implementing the best suggestions into our newly designed web portal, and we welcome all visitors to log on at [www.argentia.ca](http://www.argentia.ca) to learn more about the great opportunities available right here in Argentia*

Overall, [www.argentia.ca](http://www.argentia.ca) provides for improved navigation, and streamlined organization of the information, with the look, feel, and user-friendly, intuitive design that allows for quick, efficient retrieval of information located on the web portal including the addition of a search function, site map, media centre, attractions/accommodations and a guest book.

Ms. Wanda Cuff Young from WCYi will provide a presentation and demonstration of the many new features found on AMA's new web portal today at the AMA Boardroom located in the AMA Building on Marquise Ave. in Argentia at 11:30 am this morning, so please join us.

If you can't join us for today's presentation, please log on to the Internet at [www.argentia.ca](http://www.argentia.ca), and we encourage you to give us your comments, and/or suggestions via the form provided on our web portal.

**For further information:**

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Wanda Cuff Young and Chairperson Smith at the official launch of the Argentia web portal.