

EPRISE SIGNS MCC INTERNATIONAL TO CHAMPION STRATEGIC CONTENT MANAGEMENT IN THE UK

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IT PR Agency Establishes New Player In Market It Originally Defined

Eprise, the leading provider of Strategic Content Management™ solutions appointed UK based communications agency MCC International, to champion its content management story in the UK. Software and services from Eprise enable businesses to efficiently design, implement, measure and enhance corporate websites and intranets.

Ian Moyses, Managing Director, Eprise UK, explains, "There is much scepticism among UK businesses about the role and value that content management services can add to successful B2B operations across the web. Eprise offer a strategic content management approach as a 'pure play' vendor. Strategic management is our foundation and expertise."

Ian Peel, Director, MCC International, comments, "For MCC International our challenge is to educate businesses about products and services that will ultimately make them more successful and productive in the competitive online arena. We are one-step ahead of the game, having successfully launched one of the original content management players, Factpoint, back in 1998 when this market was in its infancy."

Content management is about using proven methodologies or 'best practices', to manage the development of a website and its content, and therefore improving the results for those using the site. Eprise Participant Server® is the company's flagship product and foundation that enables businesses to achieve success on the Internet, extranet or intranet. Participant Server facilitates this success by considering four important and essential stages: outside-in planning; efficient implementation; useful measurement; rapid change. Moyses concludes, "Eprise is focused on driving forward best practices and the elimination of unsuccessful websites."

About Eprise Corporation

Eprise Corporation (Nasdaq: EPRS) provide Strategic Content Management solutions that enable businesses to gain competitive advantage through more efficient and effective Web sites. Our software solutions encompass products and services that support the use of industry Best Practices for managing the entire content life cycle from creation to delivery. Eprise Professional Services uses a proven methodology to assist organizations with their content initiatives by helping them to focus on making sites more flexible, strategic, and effective. As part of its best-of-breed approach, Eprise has established strategic partnerships with technology companies to extend the capabilities of Eprise Participant Server and its partners' offerings. By integrating its products with technologies from companies like Microsoft, Inktomi, Net Perceptions, and Screaming Media, Eprise offers an even more robust environment, enabling customers to improve Web site effectiveness and drive e-business success.

Headquartered in Framingham, Mass, the company has built a global presence with regional offices across the United States, as well as in Canada, Germany, and the United Kingdom. Global market distribution of Eprise Participant Server includes The Netherlands, Europe, Asia Pacific, and Australia, including a Japanese version of Eprise Participant Server.

Further information is available from: www.eprise.co.uk

About MCC International

Founded in 1987, MCC International Ltd is a specialist public relations consultancy working exclusively within the Information Technology industry. MCC delivers a results-oriented, proactive service based on innovative and creative strategies. Headquartered in Winchester, UK, MCC International also founded the MediaXL Group of pan-European IT PR agencies in 1997, and the IT industry's foremost data store itcasestudies.com (www.itcasestudies.com) in 2000. MCC's current client roster includes Enterasys (formerly Cabletron Systems), Fujitsu (Teamware), Software AG, Maxtor and Tally Ltd.

Further information is available from: www.mccint.com

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