Cherry-Picked for a Global Identity

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Plan selects Morello from Mediasurface

20th June 2004: Mediasurface, the UK's largest Content Management provider, today announced one of the foremost international children's organisations, Plan, has become the latest customer for its smart client desktop application, Morello.

Plan selected Mediasurface to centralise the way the content of its global websites is managed. Plan's objective is to provide a central platform for its network of offices and agencies across the world to develop and manage their websites; rather than each organisation developing a separate web presence, they can now all adopt a common look and feel. In addition the Mediasurface solution is managing the flow of information from Plan's program countries and providing a central store for stories and images, which can then be used by the national organisations.

Kelvin Cantafio, IT Director and CIO at Plan said: "Mediasurface software is the web publishing platform used by Plan staff in 54 countries. Mediasurface's dedication to customers and improving product offerings makes them an excellent partner."

Launched earlier this year, Mediasurface's innovative Morello struck a bridge between the business and technical user. It is the first smart client desktop application for content management and has an intuitive, graphical interface. Morello enables business professionals to deliver sophisticated websites with no requirement for programming knowledge. It makes content management accessible to the people who use it, such as Plan's project workers in Germany or a marketing assistant in the Spanish organisation. Presented through a familiar Windows client environment, Morello users can select template, explore content and using a choice of views, organise the site in a way that makes sense to them.

Nick Bolton, Senior Vice President of Worldwide Product Marketing at Mediasurface said: "We wanted to put content management in the hands of the people who need it the most, the marketing, communications and business professionals. Morello forms the bridge between the complex technical model of content management and the needs of the non-technical user. Plan has been a valued customer with a strong IT strategy and immediately spotted the potential benefits of Morello to their own business structure."

About Plan
Founded over 60 years ago, Plan is one of the world's largest international child-centred development organisations. It has no religious, political or governmental affiliation. Plan works with children, their families and communities in 45 of the world's poorest countries, building skills, the structures and the resources to give children an equal chance to develop into healthy, educated and responsible adulthood.

Plan's work is broadly based around five key areas: health, learning, habitat, livelihood and building relationships. Individually, each of these areas is crucial to the development of the child; together, they provide a strong, integrated approach that focuses on the whole range of children's needs.

About Mediasurface
Mediasurface provide pioneering software that empowers the business user to build and manage sophisticated content driven websites.

Mediasurface software combines an interactive, graphical look and feel with industrial strength technology. Easy to use, business professionals can manage sites seamlessly, enabling authorised personnel to effortlessly update the content they 'own' without needing technically skilled web authors to craft HTML pages by hand.

Mediasurface helps organisations reduce the risks and costs involved in building and running websites and other digital channels. It increases their ability to keep pace with change and assures the quality of the content published – ultimately increasing the usefulness of these online resources.

A British born company headquartered in Newbury, UK, Mediasurface products and services have been implemented to drive over 300 web applications solutions for customers across Europe and the United States.

For more information visit: www.mediasurface.com

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