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FRESHCURRENT LAUNCHES AS INNOVATIVE INTERNET MARKETING FIRM

Seasoned Internet Executives Launch Trusted One-Stop Shop for Integrated Internet Marketing and Web Site Development

Denver, CO—September 10, 2007—Seasoned web professionals, Mark Peesel and Steve Chitwood, who have been providing website development and internet strategy for hundreds of companies over the past decade are launching a new, innovative agency, FreshCurrent. FreshCurrent (www.FreshCurrent.com) is a one stop internet marketing company that provides a full range of services leveraging opportunities in search, email, mobile, database, and social network marketing. The company also provides website development under the company's division FreshCurrent LABS (www.FreshCurrentLabs.com).

“FreshCurrent was developed in response to our customers’ and prospects’ growing demand for strategic guidance and execution of an integrated internet marketing presence,” says co-founder of FreshCurrent Steve Chitwood. “Now, our clients can officially manage all of their needs with one trusted source under the FreshCurrent roof.”

Mark Peesel and Steve Chitwood formerly founded Summit Communication Design, an award winning design, development and technology integration and management group, over a decade ago that delivered website solutions for the likes of Addidas, Colorado Department of Natural Resources, Great-West Life and Annuity, Hotel Jerome and approximately 500 other clients. The entire Summit Communications Design team is migrating to FreshCurrent and being joined by veteran web marketers, including Michael Myers its COO. Mr. Myers joins FreshCurrent with over 10 years experience in developing and managing online strategies and technology for clients such as Sony,

Mapquest, MSNBC, Charles Schwab, American Express, Echostar, Budget Truck Rental, and United Agri Products.

“FreshCurrent has assembled the most experienced team possible to build on our 10 year record of delivering the most effective internet-based services,” says Mark Peesel, co-founder. “The services areas in which FreshCurrent concentrates offer a blend of more traditional online marketing vehicles tied to emerging opportunities.”

Keeping up with the ever-changing industry, FreshCurrent offers two distinct but integrated divisions—online marketing solutions and advanced website design. FreshCurrent works to leverage the internet to expand their clients’ business online through the latest opportunities in WOMM (word of mouth marketing), email marketing, search marketing, mobile marketing, marketing via emerging social networking, and effective database and customer relationship management. Under the moniker of FreshCurrent Labs a collection of experienced designers, developers, animators, database developers, and other techno-wizards will provide web design, application development, hosting and technology integration and management services.

FreshCurrent officially opened its doors on September 1, 2007.

About FreshCurrent

FreshCurrent is a Denver-based internet marketing agency providing clients throughout the U.S. a one-stop shop for their website and online marketing needs. A highly experienced team provides a full range of online marketing services leveraging opportunities in search, email, mobile, database, and social network marketing. FreshCurrent Labs provides web design, application development, hosting and technology integration and management services. For more information, visit www.FreshCurrent.com