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Internet Simplicity  
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**FOR IMMEDIATE RELEASE**

**Vis-à-vis Creative Concepts and Internet Simplicity  
Announce Strategic Partnership to Make Web Sites  
that are Better, Stronger, Faster**

April 10, 2008

Chicago, Illinois – Vis-à-vis Creative Concepts, a Chicago-based strategic advertising firm known for its award-winning design and creative marketing initiatives, is pleased to announce a strategic partnership with Internet Simplicity, the long-time web development firm located in Silicon Valley.

Since 2003, Internet Simplicity has developed end-to-end web sites and applications. The company now focuses primarily on content management system programming and custom application development, leaving web design to other firms that best fit their clients' needs.

Vis-à-vis collaborated with Internet Simplicity to create a new corporate web site for DoubleClick Performics ([www.performics.com](http://www.performics.com)), the performance marketing division of DoubleClick, which was recently acquired by Google. Vis-à-vis designed the site and managed its production; while Internet Simplicity provided the CMS foundation for the site using their "simpleCMS" platform, and created several custom modules to accommodate changes and additions to frequently edited



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sections. Further enhancements include a Media Hub and the Think Tank, places where Performics can share industry-related content.

Both Vis-à-vis Creative and Internet Simplicity have strong backgrounds in natural Search Engine Optimization, and worked closely with the DoubleClick Performics search team to ensure that the Performics web site enjoys maximum exposure among search engines.

As a measure of early success, the revamped Performics web site generated its first sales lead just nine hours after its debut, a first for Performics. Working with Internet Simplicity, Vis-à-vis continues to service the online marketing company with the launch of two new international sites for the UK and Germany.

George Simkins, President of Vis-à-vis Creative, muses: "A strategic partnership with Internet Simplicity allows us to offer our clients powerful and affordable web-based technology to enhance their presence on the web. Our proficiency in web design dovetails nicely with Internet Simplicity's expertise in programming."

Reilly Sweetland, President of Internet Simplicity, continues the thought: "Because our focus is on the development side, it makes sense to have a partnership with a creative firm like Vis-à-vis. Their experience in web design produces great looking results, and also provides a road map for us that is clear and easy to follow."



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### **About Vis-à-vis Creative Concepts**

Vis-à-vis Creative Concepts ([www.visaviscreative.com](http://www.visaviscreative.com)) is a strategic marketing, advertising and design firm with twenty-five years of collective online and offline creative experience; more than fifteen years in commercial production; a decade of savvy design; and a span of award-winning campaigns for national and independent companies. Vis-à-vis Creative Concepts delivers an inspired work-product designed to stir the imagination to produce tangible results.

### **About Internet Simplicity**

Internet Simplicity ([www.internetsimplicity.net](http://www.internetsimplicity.net)) is a web development company specializing in content management system development and the creation of powerful, effective and easy to use web applications. Clients include, Santa Clara University, Dinan BMW and Netflix.

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