

HTC LANDS NEW BUSINESS WITH IGNITIONWEB

Downtime brings opportunity with completion of IgnitionWeb, HTC's Dynamic Web Content and Communications Management solution

Montreal, QC, - April 10, 2002 – High-Touch Communications (HTC) announced the major win of **Unisource Canada's** Web Site Upgrade along with other recent IgnitionWeb implementations for Onca Work/Life Solutions, Milgram Group of Companies and the Cedars Cancer Institute. By turning economic downtime into opportunity, HTC completed work on two Web-based applications, **IgnitionWeb** and **HourGlass**, which have lead to a tide of new business wins and opportunities.

"The IgnitionWeb solution provides Unisource Canada Inc. a fast and efficient method for our non-technical resources to manage the content, increase the functionality and add customer interaction and value to our existing website" said Kimberley Cordell, Director of Support Services, IT, at Unisource Canada.

IgnitionWeb is a Dynamic Content and Communications Management solution created and used exclusively by HTC in Web development. Made up of twelve interconnected, yet independent tools, it allows businesses to manage web content, communicate with target audiences and solves one of the fundamental barriers to the Web's evolution.

"In order for the web to flourish, content control must be put in the hands of communicators using secure and transparent technologies that lets them focus on Communicating, not Computing." said Tom Kouri, President of HTC. "That's why we created IgnitionWeb."

HTC also developed HourGlass, a sophisticated Time Tracking and Reporting application, to improve customer relationships by bringing real-time transparency to projects. HourGlass has proven so successful, it is now being sold to other businesses that bill on a time and materials basis.

About High-Touch Communications Inc.

High-Touch Communications (HTC) is one of Canada's leading Branding & Web firms. Originally founded as a marketing-communications company in 1982, High-Touch expanded its services to include software and web development in 1994, built one of Canada's first e-commerce sites and has become one of the few truly respected companies equally competent in design and technology. For more information, please visit **www.HighTouch.com**.

About IgnitionWeb

IgnitionWeb is a proprietary Dynamic Web Content and Communications Management solution that allows clients to simply manage important sections of their English and French Web sites, while enhancing targeted communication with their customers. This revolution in Web development consists of twelve interconnected, yet independent tools, that reduce development time and costs by standardizing common site management requirements such as membership, publishing, recruiting and selling while improving corporate communications and site management through an easy-to-use administrative Web site. For more information, please visit **www.IgnitionWeb.com**.

About HourGlass

HourGlass is a sophisticated Web-based Time Tracking and Reporting application that addresses one of the biggest problems in professional services by offering real-time transparency to project tracking. Designed for organizations that bill on a time and materials basis, it accounts for employees, clients, projects, rates, workcodes and expenses, and produces numerous reports for project tracking, estimating and billing. For more information, please visit **www.HourGlass.ca**.

About Unisource Canada Inc.

Unisource Canada is a subsidiary of Georgia-Pacific Corporation, one of the world's leading manufacturers and distributors of building products and a leading producer of pulp and paper. Unisource is Canada's largest single-source distributor of printing and imaging, packaging and maintenance supplies with annual sales exceeding one billion dollars. Unisource operates out of 21 locations across Canada. For more information, please visit **www.Unisource.ca**.

About Onca Work/Life Solutions Inc.

Onca Work/Life Solutions is a privately-owned company dedicated to becoming the ultimate work/life management resource for Canadian employees and other member communities through its innovative Worklifesolutions.ca Web portal. The portal features products like online health information storage, an interactive wellness program and a health information database. Onca Work/Life Solutions was founded in September 2000 and is located in Montreal, Canada. For more information, please visit **www.wls.ca** or **www.smv.ca**.

About Milgram Group of Companies

The Milgram Group of Companies has developed a reputation for providing the highest level of service in the fields of Customs Brokerage, International Freight Forwarding and Truck Transportation. Their success is founded on a dedication to detail and commitment to finding new and innovative solutions to their clients' many and diverse requirements. For more information, please visit **www.Milgram.com**.

About The Cedars Cancer Institute

The Cedars Cancer Institute at the Royal Victoria Hospital was established in 1966 by a dedicated group from the Lebanese-Syrian community of Montreal to raise funds for the fight against cancer. Because of its diverse channels towards its goals, the Cedars Cancer Institute has established itself as an organization, which is constantly searching for better and more creative ways to facilitate the strain that cancer imposes on the lives of so many people. For more information, please visit **www.Cedars.ca**.

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