



Building Customized eBusiness Infrastructures
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eNewsletter Management System Maintains Company/Brand Awareness

Waltham MA 2005...Blue Robin, Inc., a leader in building customized eBusiness infrastructures, announces that the company has released their new, e-Newsletter Management System, designed to offer an online, collaborative, article based system for small to large companies interested in using the electronic media to create or maintain brand awareness and increase sales through opt-in email newsletters.

Blue Robin's customizable e-Newsletter Management System will help companies generate more business, increase brand recognition, maintain repeat business, offer their experience to the readers or, just to stay in touch.

This collaborative system allows one or many employees to access the newsletter system by assigning passwords to those who will be interfacing with the application. Authorized personnel will be able to login and contribute to the creation of the newsletter by writing articles, tips, company news, or whatever content that is going to be broadcast each month.

When all content has been entered into the e-Newsletter System creating and broadcasting the newsletter is as simple as pushing a button. All "new" content will automatically be uploaded, and the newsletter administrator will be able to create and broadcast an e-Newsletter on-the-fly.

A built-in content management system (similar to a word processing application) makes editing copy simple. An easy-to-use, intuitive HTML administration interface allows you to administer the newsletter from any location where web access is available.

Features of the e-Newsletter System include: Automated subscribe/unsubscribe; individual sections for the title; a description/synopsis of the story and the full story; In addition, full navigation and search capabilities for authorized users; Content Management System (CMS) allows for easy editing of the newsletter content; access and execute the newsletter from any Internet ready PC; Automated subscribe/unsubscribe feature; create newsletters on-the-fly; Automated subscribe/unsubscribe feature.

More information on Blue Robin's eNewsletter Management System can be found at www.bluerobininc.com

About Blue Robin, Inc.

Blue Robin is a leading eBusiness Infrastructure developer and can design, develop, implement, and support eBusiness infrastructures that combine data, voice, and video, utilizing the latest and the greatest hardware and software technology in diverse operating environments.

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