



Software Development Company Debuts New Web Site and Logo by 2440 Media

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Sort-It Technologies unveils a new Web Site and Logo by a Pittsburgh-Based Web Development Company

PR9.NET February 14, 2007 - Pittsburgh, PA -- Any marketing professional can tell you maintaining the proper brand identity is essential to the success of every business. Recognizing the need to update their image, Lance Reed, President of Sort-It Technologies, initiated a project to modernize their brand and establish a more progressive identity and position amongst competition in the industry.

Teaming up with Pittsburgh-based Web development company 2440 Media, work began on enhancing the Sort-It brand with a unique logo followed by a completely redesigned Web site . The result: a completely reinvented Sort-It brand and Web presence that builds awareness and customer confidence.

Special features of the site include a customer management system and secure portal providing clients with the solutions they need at a moment's notice. To maintain compatibility between the Web site and Sort-It's existing data infrastructure, a distinctive approach by integrating ASP.NET programming language with a pure CSS layout, meeting W3C standards and maintaining accessibility.

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About Sort-It Technologies

Sort-It Technologies of Norcross, GA, is a leading developer of custom software with a focus on tracking and sorting solutions for shipping, mailing, asset management, and security applications. A privately held company, Sort-It's customers range from start-ups, to non-profit organizations, to Global 2000 companies and include such well known firms as Ford, Cingular Wireless, Coca-Cola, Delta Airlines, Citigroup, as well as hundreds of others.

The Sort-It Technologies Web Site can be viewed at <http://www.sort-it.com>

About 2440media

2440 Media is a cutting-edge Web development company headquartered in the Pittsburgh region. With a focus on serving medium to large sized businesses and their consultants, 2440 Media performs a wide variety of interactive services including Web Design, Web Applications, and Web Video.

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