



FOR IMMEDIATE RELEASE

GráficaGroup Relaunches Extranet Site for CENTURY 21

Chester, New Jersey (April 15, 2009) – Since GráficaGroup redesigned Century 21 Real Estate’s extranet site (www.21Online.com) for their agents and brokers, usage has spiked significantly. The new Web site contains a modular, customized dashboard-like homepage and easy-to-use applications modules with help videos. The enhanced site search also spiders deep into web content as well as linked documents.

Highlights of the redesigned site include an eCampaign Center that allows users to create customized emails from brand templates that can be sent with minimal clicks; tracking of email campaign effectiveness; the ability to manage and import contact information from the homepage; live industry news feeds; ability to save favorite modules; single sign-on and linkage to other CENTURY 21 resources with the same ID; and easy management of subscribers to CENTURY 21 loyalty programs.

Agents and brokers are taking notice of the new site and are incorporating it into their daily business routines. Previously, only 30 percent of CENTURY 21 agents and brokers had been using the site. Since the redesigned site was launched in February 2009, that number has increased to over 60% of agents and brokers. Also, the prior version of the eCampaign Center tool had only 300 or so users. The new eCampaign Center boasts over 35,000 users!

“Using our technological and marketing expertise, GráficaGroup was able to create an extranet that provides the marketing tools and support which agents and brokers need to win in this challenging market,” says Debra Taeschler, President and CEO of GráficaGroup.

About GráficaGroup

GráficaGroup is an award-winning, full-service, direct response marketing firm that enables businesses to engage customers and prospects more effectively at each touch point throughout the purchase cycle. The agency specializes in integrating both online and traditional media channels to achieve greater marketing efficiencies and to enable marketing campaigns to be continually measured and optimized.

GráficaGroup works with mid-sized to FORTUNE 500 B2B and B2C companies such as: AT&T, Century 21 Real Estate LLC, Horizon Blue Cross Blue Shield of New Jersey, Jackson Hewitt Tax Service, KPMG LLP, Morgan Stanley, Ortho-Clinical Diagnostics, PSE&G, Trane, and Wells Fargo Home Mortgage, among others.

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Contact:
Quinnie Wong, Chief Marketing Officer
GráficaGroup
908.879.2169 x146; qwong@grafica.com

525 EAST MAIN ST.
CHESTER, NJ 07930
P. 908.879.2169
F. 908.879.2569
W. GRAFICA.COM