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DESIGN AND TECHNOLOGY FOR BRANDING

Live at Last! Elevata Incorporated Launches Web Site with AJAX Portfolio

June 25, 2008 — Oakland, CA — Elevata Incorporated has launched their Web site featuring a design portfolio built using AJAX technology.

“We hesitated between building a Flash or HTML site for quite some time before finally deciding on AJAX which does not require end users to have the Flash plugin”, says the firm’s Creative Director, Rachel Cary. “Flash is a fantastic tool and when properly used can really add to a site — but a lot of people really hate it. You have to be pretty sure your end users are open to Flash before building a site entirely, or even partially, in Flash. We decided to take a safer route for now — but we may eventually build an all Flash site.”

“Since we need to update our site regularly, we decided to build our own Content Management System (CMS) to store the content of our web pages”, says the firm’s Chief Technology Officer, Patrice Borne. “This way, anybody in the firm that has access to the password protected CMS can add content even if they are not technical experts. The CMS saves us a lot of time and greatly reduces the risk of breaking pages.”

“We are very happy to finally have a Web presence that shows what we can do. Some of our clients have been waiting to see this site for quite some time, and it was frustrating to use the old ‘cobbler’s child’ line over and over again. As much as we didn’t want to, we had to put our own marketing on the back burner and focus on our client’s projects. Now that it’s live, we already have new ideas about how we’ll improve it. And because the backbone of the site was built using a CMS, updating the graphics when we’re ready won’t be the headache that it can be.”

Earlier this year (April 2008), Elevata won a Silver Addy at both the local and district Addy Awards for the design of Mohr, Davidow Venture’s B2B Web site (www.mdv.com), noted for its attractive and judicious use of Flash.

Elevata is well known in the Bay Area for providing exceptionally high quality work and is currently developing their proprietary InsideOut Branding™ and BestSite™ corporate seminars which they hope to offer in the fourth quarter of 2008.

About Elevata Incorporated

Elevata is an award-winning design and technology branding firm, specializing in corporate identity and Web design as well as systems architecture and design. Clients include a variety of industry sectors including investment banking, financial consulting, biotech, risk management, technology, healthcare and pharmaceutical, food and beverage, retail gift, music and entertainment, human resources, and non-profit.

Since 1997, Elevata has provided its clients with a framework of design solutions that are consistently applied throughout their marketing communications — from corporate identity

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systems to Web sites to collateral and more — and are based on strategic information: your businesses objectives and target audience as well as market trends.

For more information, please visit our Web site: www.elevatainc.com

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