

PRESS RELEASE

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Marketing, Software, Internet, Customer Resource Mgmt. (CRM), PA News

eCentral, The Next Wave in Direct Marketing Technology, Is a Direct Channel to The Customer

PITTSBURGH, PA - April 28, 2004 /Send2Press Newswire/ -- Pittsburgh-based Robert Lazor Co. (www.cliq-on.com) announces the release of My eCentral(tm) v2.0.1.65, a revolutionary marketing and communications brandware that connects companies to customers with their simple "Point-and-Click" process.

"Partnering with a team of IT Professionals (Eshasoft), we have developed My eCentral, a fully customizable, simple to implement productivity tool, that delivers company web sites and content to customer desktops. Just a few of eCentral's productivity features include a browser, a calendar, a planner, an address book, and audio and video modules," says Robert Lazor, Managing Partner of Robert Lazor Co.

My eCentral cuts through the clutter of commercial e-mail, and solves such challenges as:

- The CAN-SPAM Act
- Sophisticated e-mail filters which block mail
- The risks of getting blacklisted

My eCentral uses a proprietary permission-based technology to deliver fresh information to the customer's desktop. It arrives special delivery, outside the clutter of the regular e-mail system, in a clear, concise, and consistent format that is immediately recognizable to the customer.

Jupiter Research reports customer retention e-mail campaigns account for the "greatest share of non-spam e-mail marketing spending, and will continue to do so over the near-term." My eCentral delivers information to consumers more effectively because it is a direct channel right to the customer's desktop.

According to the same Jupiter Research report, during 2003 the average U.S. online consumer received 3,920 unwanted commercial e-mail messages. This number will grow to 6,395 unwanted e-mails per online consumer by the end of 2008. eCentral outpaces the competition by delivering content directly to the customer desktop, which instantly captures customer focus, and greatly reduces the chances of getting lost in the "spam" glut.

Average e-mail open and click-through rates (CTRs) are clearly continuing to decline, as reported by various analysts and e-marketing companies. My eCentral's unique method of spotlighting messages gives companies a competitive edge and a message that is easily recognizable by customers.

"My eCentral can help companies take their direct online marketing efforts to the next level," adds Lazor. "As a branded corporate marketing and communications tool, My eCentral's simple point-and-click process solves many of the challenges direct marketers face today and tomorrow."

For more information please visit:
<http://www.cliq-on.com/eCentralB2C>

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