

Magus secures industry support for innovative web technology

Partnerships reflect growing interest in online web standards protection and management

London, UK - 12th July 2007: British pioneer of digital web standards management, Magus Ltd, has announced partnerships with five key organisations for its unique ActiveStandards solution.

Flagship marketing organisations: Superbrands, Knexus and the Branded Content Marketing Association, plus leading web developer Investis and website effectiveness consultancy, Bowen Craggs & Co, are all working with Magus to promote the importance of protecting brand consistency in an online environment.

Commenting on the growing interest in ActiveStandards, Simon Lande, CEO of Magus said: "ActiveStandards is a unique product. It gives marketers and website managers the ability to protect the significant investment they make in their brands across their global websites.

ActiveStandards works like a digital version of a company's web standards manual, automating the tracking and management of brand and other best-practice web standards across every page, of every site, that a company owns. Online brand integrity is a problem of growing concern to large organisations with high-visibility websites. Before ActiveStandards, tracking online standards on a global corporate scale was an impossible task - a recognised problem without an effective solution."

He continued: "The world's leading companies are spending millions on their brands. Ensuring your web presence supports, rather than undermines your brand, has to be a priority. We are delighted that since the launch of ActiveStandards in November 2006, we have seen significant interest from customers and the industry in our technology. These five organisations were quick to see the importance of digital brand standards management to their members and customers, and it is great to be working in partnership with them."

On the eve of the Superbrands 2007/08 Launch event, which Magus is supporting, Stephen Cheliotis, Chairman of the Superbrands Council said: "The world's Superbrands know that today

you have to command attention as much in the online world as the real world. Our members also recognise the critical importance of developing and then protecting their brand. It is no good being a Superbrand offline and a mediocre one online. Today being a Superbrand means achieving excellence in both. We are delighted to be working as a partner of Magus on this high priority issue.”

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About Magus:

Founded by CEO Simon Lande in 1993, Magus specialises in innovative web content engineering solutions. Magus supports many of the world's leading organisations by designing elegant and effective solutions to today's toughest online challenges. Magus's UK and international client portfolio includes: Unilever, AstraZeneca, The Institution of Engineering and Technology, General Electric, Lagardère, Arcelor, GlaxoSmithKline, and Shell. Magus also manages the UK Web Archive on behalf of a consortium headed by the British Library, and counts five of the six largest UK law firms among its clients.

Magus's solutions are all based around precision delivery of content from the web, and include:

- **ActiveStandards**, which helps companies stay on brand, online by tracking and managing corporate web standards compliance, worldwide.
- **RemoteSearch**, the ultimate multi-site search engine, providing integrated search frameworks for enterprise websites.
- **CrucialInformation**, the current awareness service for companies with a challenging information brief, delivering premium-quality, strategic intelligence from the web and syndicated services.

www.magus.co.uk

About the partners:



The Superbrands organisation presents expert and consumer opinion on branding. In the UK, the core programmes include: Superbrands, Business Superbrands, and CoolBrands. Each explores the leading brands in these respective fields and has a dedicated publication which presents case studies of member brands. Superbrands operates in over 55 countries worldwide.

<http://www.superbrands.uk.com>



The Branded Content Marketing Association is an independent association designed to bring together organisations from the advertising, brand development, sponsorship, media, broadcasting, programming and entertainment industries to provide a forum for discussion and to address the changing needs of the advertising and branded content market.

<http://www.thebcma.info>

Bowen Craggs & Co

Bowen Craggs is an independent website effectiveness consultancy, dedicated to helping organisations increase their return on investment in this most complex medium.

<http://www.bowencraggs.com>

.INVESTIS

Investis are the market-leading specialists in providing online corporate communications services to listed companies across Europe, with 400 clients in eleven European countries.

<http://www.investis.com>

For more information contact:

Stuart Handley
Purple Rabbit Ltd
Tel: 07738 933444
Email: stuart.handley@purplerabbit.co.uk

knexus

Knexus is dedicated to providing a unique on-demand resource to help senior marketing professionals from global brands learn, innovate and network. It provides a unique, flexible solution that allows rapid, 24/7 access to the latest content, ideas and relationships in the digital marketing space.

<http://www.knexuscommunity.com>