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California-Based Web Site Positioning and Promotion Firm Announced

Newport Beach, California Nov. 16, 1999:

Helfand Enterprises of Newport Beach, California and WRFay Webdesigns of Redondo Beach, California have joined together and announce the formation of their new company Webconsuls, headquartered in Newport Beach, California. The change is effective immediately.

The managing partners are Dennis E. Helfand and Richard Fay.

Dennis Helfand, a graduate of Amherst college, elected to take an early retirement from Atlantic Richfield (ARCO Alaska) in 1985 and purchased Cranmore Mountain Lodge, a country inn resort in New Hampshire's White Mountains. He operated the inn until selling the property in 1997. Thereafter, he operated a web site consulting firm, Helfand Enterprises, utilizing his knowledge of on-line reservation systems for the hospitality/travel industries and imparting successful Internet strategies he devised for his own inn resort. Mr. Helfand is about to complete a web site marketing book and plans to publish it next year.

Richard Fay who holds a degree in mathematics from Duke University and a Master's Degree from Villanova University is also a retiree from Atlantic Richfield Company, having started in technical programming and served in several different departments during his successful 32 year career. He has studied web site design, java script, image animations and search engine positioning.

Webconsuls targets small and medium-sized firms across the United States, including Alaska and Hawaii. Its central mission is to enable clients to compete affordably on the World Wide Web. Specialties include major search engine positioning, web site marketing, electronic press releases, web site design and construction of gateway pages. In addition the partners analyze existing business web sites and make various site enhancement recommendations, intended to make those web sites more effective for generating revenues. Through their consulting activities, they teach client firms how to use the Internet and E-mail to reduce operating costs.

The name Webconsuls was chosen very deliberately. A consul is an official appointed by a government to advance the commercial interest of its citizens in a foreign country. Webconsuls is conceived as describing "a firm which advances the commercial interest of its clients on the World Wide Web." As Dick Fay recently remarked, "Web sites do not automatically produce dollars. Success is realized when web sites are carefully marketed and targeted, those activities being integrated into a tailored, well-orchestrated business campaign."

Webconsuls' marketing slogan is, "We turn your web site into dollars" and their web site includes a clever, visually-animated portrayal of that process. The WWW address is: <<http://www.webconsuls.com>>. The site also provides a very impressive client list and detailed descriptions of the various programs offered.