



IMMEDIATE RELEASE

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Design Firm Changes Name And Cites "Writing" and "Financing" As Winning Formula

Shrewsbury, 27 April 2004 — Dan Malo announced the name change for his Shrewsbury-based design firm from "Ionix New Media" to "Ionix Studios" today. Malo, founder and president, says the name Ionix Studios better reflects the wide range of services the design firm offers.

"I started and promoted my business as a website design firm. But I was still doing quite a bit of designs for collateral materials such as business cards and direct mailers. Besides, websites aren't really considered "new media" anymore. The change to "studios" shows Ionix is a full-service design company."

Ionix Studios offers classic concepts in contemporary designs. Its designs echo the simple elegance of the time-tested Ionic order (from classical Greek architecture) and provide a solid foundation for modern marketing campaigns. Ionix Studios has two unique features: copywriting and financing for websites.

Malo says, "While many designers understand the importance of copy when creating a website or collateral material, few small firms have copywriters available to clients. I have a couple fabulous writers whom I contract. They understand search engine optimization. They appreciate how the words and design work together."

As for financing, Malo adds, "A website is an investment. It's going to cost money. But as a small business owner myself, I understand that many businesses might not have the cash to invest in one, especially if they have to pay half up front and half when the site is launched. People finance cars and other equipment for their businesses, so why not websites? It's a natural extension. Most businesses I work with have a monthly marketing budget. So instead of blowing their yearly marketing budget in one month, we finance the cost of the site over one, two, or three years. Usually within six months, the client is seeing a return on investment anyway."

The original firm was launched in 2002 and has seen a steady increase in sales despite the sluggish economy. Malo has an engineering background, but is well-versed in design concepts, coding, and search engine optimization. He believes offering his clients beneficial "extras" like writing and financing make for a winning formula.

Malo adds, "It's a competitive industry. Doing the unorthodox is sometimes what's necessary to stand out. And sometimes when you do that, you get lucky and it benefits everyone involved."

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