



FOR IMMEDIATE RELEASE:

**Magazine Publishers already have the Key Ingredients for a Successful Online Website...  
Now Just Add Infoswell**

MediaSource Publications moves their existing websites to the new Infoswell content management & dynamic website platform to leverage their existing print magazine publishing advantages.

TEMECULA, California — April 13, 2005 — Infoswell (<http://www.infoswell.com>) a privately held web content management service for magazine publishers announces the launch of MediaSource Publication's new [www.CruiserQuarterly.com](http://www.CruiserQuarterly.com) and [www.MazdaSportMagazine.com](http://www.MazdaSportMagazine.com) websites.

The Infoswell service offers strong online value and brand extension capabilities for small to mid-size publications in the "everything's included" service package that includes custom web design and web based website management. The service platform is demonstrating that publishers can use their existing content to foster online community while promoting (not diminishing) the value of an existing print magazine title.

The new website service built specifically for publishers enables publishers to move their existing website content to a platform that provides immediate profit maximization, readership growth, and interest niche community building capabilities.

"The key is to show publishers how their inherent online ingredient strengths, 'content, advertisers, readers, and marketing' as print publishers can easily be leveraged for revenue and growth producing results online", said Mark Loeffler Infoswell's President. "We provide the framework and consulting that makes it easy for publishers to shift their perception of a website as an expense to a powerful revenue and marketing tool for their publication. And, ultimately we know our customers want a simple method of managing online readership interaction and website administration functions."

The Infoswell service provides dynamic web site components to provide web based article management, online resource databases, display event calendars, message board discussions, online classified ads, and an integrated e-commerce solution for product & online subscriptions sales.

In addition to the user-friendly navigation and publication branded design of every Infoswell client's website, the service also delivers on the behind the scenes web tools to complete the online marketing success equation. A complete advertising campaign management engine and Email Newsletter tool bring both immediate advertising revenue and email marketing capabilities to the table for publishers and can also produce pre-launch utility for new publications.

"Until we walked through Infoswell's solution plan, we viewed our web site as a necessary expense and subscription tool" said Philip Wolfson, Group Publisher with MediaSource Motorsports. "We now have a Web site that allows our readers to strongly connect and interact with both our print and online content." MediaSource Motorsports Publisher Barbara Beach adds, "Not only have we expanded our business horizons but we have offered a whole new feature to our readers...the monthly e-newsletter. When you publish quarterly or bimonthly an e-newsletter is a terrific tool to keep you connected to your reader as well as get great feedback. I use readers "e" suggestions to create editorial features for future issues. The Infoswell folks have not only created a great and user friendly product but have done a great job training my staff as well. While we've only scratched the surface on the powerful revenue generating components, we've turned the site into a new profit center for our business."

Infoswell is now offering magazine and newspaper publishers a complimentary review of their current web presence to help identify the factors that would lead to new online revenue and readership interaction opportunities. Infoswell hopes that the review will clearly establish that leading technology combined with a solid online business strategy will result in the net profit ROI to prompt publishers to take action. Publishers interested in this website review and strategy recommendation can make their request at <http://www.infoswell.com>.

The Infoswell service can be setup in less than a week once design and functionality options are selected by the client with a startup fee comparable to what most publishers pay for a limited function website design and development. The Infoswell success philosophy is to show publishers how they can take their existing web site to a new level of ongoing monthly profits so they never again see their web site as a financial or time burden expense.

### **About Infoswell**

Infoswell is located in Temecula, CA and was founded in 2004 by the current President, Mark Loeffler and Vice President of Technical Operations, Rob Thompson. Prior to launch of the new magazine & newspaper web publishing service, the company designed, developed, and implemented over 250 web projects ranging from complex database driven e-commerce sites to enterprise class custom online solutions. The Infoswell publisher website content management platform was launched in December 2004.

**About MediaSource Motorsports, LLC**

MediaSource Motorsports with primary circulation offices located in Vista, CA, currently publishes Cruiser Quarterly Magazine a Chrysler PT Cruiser enthusiast quarterly publication and MazdaSport Magazine (formerly Miata Magazine) a Mazda enthusiast publication.

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