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MEDIA RELEASE

For Immediate Release

Caorda Web Solutions extends services to meet growing demand for search engine marketing

VICTORIA, British Columbia – January 29, 2010 – Caorda Web Solutions, one of Victoria's leading web design and development companies, is pleased to announce the extension of services to meet increasing demand for search engine marketing with the addition of internet marketing specialist Kristjan Butler to in-house staff.

Given the evolving small- and medium-sized business environment with more commerce and communication moving online, Caorda has recognized the need of clients for search engine marketing services in an increasingly competitive online market. Kristjan Butler brings over 10 years experience in online sales and marketing and has been added to the team to enable Caorda clients to reach their sales goals by promoting their businesses on the web more effectively. Kristjan holds a bachelor's degree in English and German language studies and has worked with a variety of local and international companies such as ACD Systems, ParetoLogic, and Canadian Olympic Committee to increase online market penetration and sales volume. Kristjan Butler says, "We see the completion of a long term trend happening to move marketing dollars online. In fact, a November 2009 Ipsos Reid poll found offline ad spending down 25-40% in Canada while small- and medium-sized businesses were planning to increase their online marketing spend by 50-80%."

Caorda is now in an even better position to offer effective web marketing services in addition to web design, application development, and hosting solutions. "The expansion of our team to integrate online marketing positions us to meet this growing demand." says Lorne Neil, Director of Sales and Marketing.

About Caorda Web Solutions

Headquartered in Victoria, British Columbia since 2003, Caorda is an innovative and experienced company providing creative website design, application and database development and hosting solutions. Caorda helps small- and medium-sized businesses achieve their marketing goals by providing complete solutions, which utilize a suite of tools including Caorda Content, Caorda e-Commerce, Caorda Analytics and Caorda Documents. As a Microsoft Certified Partner, Caorda delivers high quality products and services to its clients and partners. Caorda provides solutions for a wide variety of clients throughout North America, including the Royal BC Museum, Central 1 Credit Union and the BC Lions Society. Caorda was selected as a 2009 VIATeC Online Strategy of the Year finalist. For further details, please visit us at: www.caorda.com

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