

Encore Risk Management Announces Enhanced MediaPlus Website for 2002 and Beyond

(BIRMINGHAM - 2002 MAY 01) MediaPlus Insurance Services, part of the Encore Risk Management group and a leading provider of risk management services and insurance for the communications, media and entertainment industries are pleased to announce some major enhancements to the MediaPlus corporate web site located at www.mediaplus4ins.com.

William Blake, President & CEO for MediaPlus Insurance Services and The Encore Risk Management Group, Inc. proudly adds "Since the (re)launch of the MediaPlus site (June, 2001) we have been receiving great feedback on the site. Generally we have been very pleased by the positive reactions from valued clients and visitors alike as they conveniently learn more about us and our unique approach to their business. This most recent upgrade is just another sign of our commitment to remain relevant, topical and interesting to our target audience and it's exactly why we enlisted the services of [Clik Interactive](#) for this phase of site development"

David Egan, President for Clik Interactive and his design team went to work with the goal being to design a fresh new, more polished professional look and feel to the site. "Insurance sites as a general rule can be pretty boring. Most are little more than web based brochures. We weren't interested in offending anyone's sensibilities when it comes to the insurance end of things but we also realized that their target audience is potentially more receptive to this approach. The trick was to perk things up--to take it up a notch improving site navigability without sacrificing content."

Contemplated site enhancements include a fresh new look, an indexed site search engine, improved site navigability and interactivity (a new site survey, insurance applications, certificate requests, claims reporting and email directories online) as well as fresh new content (via respected industry sources and articles) including a brand new quarterly newsletter entitled *Managing Risk* from Smart's Publishing Group. *Managing Risk* the newsletter will go to print and be available online via a PDF file up to (4) issues a year with articles that will cover common client risk management, business property and liability insurance, safety and workers' compensation issues. In this way *Managing Risk* will provide broader based content, supplementing the more focused content for those in the communications media and entertainment business.

The Encore Risk Management Group Inc., serves as the parent and holding company for MediaPlus Insurance Services (D/B/A) and offers value-added consultative services and cost-effective risk management solutions for corporate clients in industries outside of MediaPlus's already well-established areas of expertise.