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# Press Release

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## **TakeAIM Changes Name to PresenterNet, Unveils User Network**

CAPISTRANO BEACH, CA—TakeAIM today officially changed its name to PresenterNet, positioning the company as technology leaders in online presentation services. The company's new Web address is [www.presenternet.com](http://www.presenternet.com).

According to PresenterNet CEO Douglas Wolfgram, "This change is important, because it distinguishes us from the large general purpose online conference services, and recognizes online interactive presenting as our primary marketplace focus." Wolfgram went on to state that "our user base consists of professional presenters from a wide range of environments. At PresenterNet they become part of a community that constantly leverages new technology developments devoted entirely to the needs of online presenters."

Along with the change of name and new Web site, PresenterNet announced formation of three distinct user communities, each of which has interactive online presentation services tailored to their specific needs. The three newly named communities are called "Interactive Presenters - INDIVIDUALS"; "Interactive Presenters - GROUPS"; and "Interactive Presenters - ENTERPRISES."

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Members of the Interactive Presenter Individual community hold private online accounts, with secure slide libraries and presentation rooms.

The community of Interactive Presenter Groups includes small and medium sized organizations in which all presenters can simultaneously share standard company presentations and slides, yet maintain private accounts and online slide libraries.

The community of Interactive Presenter Enterprises includes larger companies with presenters in multiple organizations or functions. Companies can offer shared presentation materials restricted to specified departments or user classifications. All users also maintain personal private accounts with all interactive online features.

About PresenterNet:

PresenterNet's founders have been developing and implementing sales and marketing technologies for nearly 25 years. Their experience includes numerous technologies, integrated to tackle the full spectrum of sales and marketing issues. Online services emphasize high-impact interactive presentations, data collection from prospect interactions, and customized reporting. Past clients have included Toshiba, SGI, Philips, NEC, ITT, Litton, Fujitsu, and HP.

PresenterNet's integrated technologies include interactive graphics, database management, networking, Web applications, CRM, and SFA. The company also offers a wide array of services, including marketing strategy development, presentation development, graphics and copywriting.