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For Immediate Release



Edmonton Company is Microsoft's Top Pick

EDMONTON, AB - Microsoft wanted a company to help gain sales for their products, and Edmonton-based Epiar was their top pick.

Epiar will now be the exclusive provider of search engine optimization (SEO) services to Microsoft's 70,000 independent software vendors (ISVs). SEO services analyze keywords, website performance, and in-depth marketing research to keep websites at the top of the search engine pages which the public use to find information.

"It's fantastic and exciting to work with a global partner of such stature as Microsoft. I always knew the strength of Epiar and its growth, and this further validates all the work we have done," remarked Ken Jurina, President of Epiar.

Microsoft is equally happy with the collaboration and the opportunities it now has to move forward in the increasingly competitive market of independent software vendors.

Chris Olson, Director Worldwide Partner Group, ISV Marketing, Microsoft Corporation, states that Epiar's SEO expertise will add the needed muscle his company's ISVs need to win in today's competitive marketplace. "With Epiar, our ISVs will be better able to identify if and why their web sites are underperforming in the search engines. Measurable improvement in search engine exposure is the long term goal for the ISVs, and this is the first step in achieving that objective."

As the New Year unfolds, Epiar and its award-winning team are eagerly looking forward to opportunities in the global market and possibilities to make a bigger mark with global search engine optimization.

Founded in 2002, Epiar is a professional search marketing firm offering ethical search engine optimization services to companies that increases their leads, sales, and brand visibility online. Epiar won the 2007 Edmonton Chamber of Commerce's Small Business Owner of the Year award, and was placed on Alberta Venture's list of The Fast 50- Alberta's Fast-Growth Champions. For more information visit: www.epiar.com.

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