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After 12 Years in Business, Specialized Marketing Agency Has Changed its Name to
NetPilot Web Solutions

El Dorado Hills (October 15, 2005) – Specialized Marketing Agency, an award-winning web design company in El Dorado Hills, has changed its name to NetPilot Web Solutions. The company will transition from the name of Specialized Marketing Agency to that of NetPilot Web Solutions in the coming months.

Although the company has been using the Specialized Marketing Agency name for almost 12 years, the decision came from owner John Merry to better portray the sole focus of the company -- web design and online marketing – with the name change to NetPilot Web Solutions. Says Mr. Merry, “Our goal has always been to give our clients guidance and direction toward the best, most creative ways to use their websites to reach their audience, thus the ‘Pilot’ part of the name. We pride ourselves on giving good, quality advice in developing a website that speaks to the client’s target market. Our advice is based on 12 years in web design and another 10 years in marketing strategy.”

Originally established in 1994, Specialized Marketing Agency offered an array of traditional marketing and advertising services. However, shortly after its inception, the company moved solely into offering web design and online marketing services. And now, the new name reflects its web-only service offerings.

NetPilot Web Solutions is a full-service web design and development company offering a range of web-oriented services that focus on: new websites, redesigning current websites, animation, web databases, e-commerce, web maintenance, search engine marketing, multimedia presentations, and custom interactive applications. To learn more about NetPilot Web Solutions, please visit www.netpilotweb.com or www.specializedmarketing.com.