

The three press releases below were written to promote FX Digital Pty Ltd's new website packages.

Press releases can be formatted for release if required (those below are not formatted).

Distribution of press releases is up to the client or professionals engaged to do so.

Release One:

Who says the dot com era is over?

New service makes local web design company a world wide success

For FX Digital Pty Ltd, an Australian web design company, business is so good they'll soon need to expand to keep up. With clients from all over the world, it's apparent the internet is once again booming as a place to do business, and this Australian company is at the fore front of it all.

So what's the excitement all about? Why is FX Digital's new service proving so popular with small to medium sized business owners?

Steve Cartwright, co-owner of FX Digital says "It's simple. We sat down and painstakingly analysed everything business owners need to get and stay online, and then we created a revolutionary website package to provide all those solutions and get them online quickly and affordably."

"The package is unique and offers a potential return-on-investment immediately with no large cash outlay and no ongoing contracts required. It basically allows a small business owner to rent instead of buy a website."

Each package includes a professional website, full email facilities, hosting, marketing advice, ongoing maintenance, regular search engine promotion, statistics, and full ongoing technical support. Clients can easily add to their own website whenever they want using the content management system provided as part of the deal.

The package usually sells for \$4000.00, but instead FX Digital simply ask for a small start up cost and a minimal monthly amount as rent. "It's definitely a win-win for all concerned" says Steve. "Businesses can get a site worth many, many 1000's of dollars online with an up front cost of only \$250.00."

"We don't have contracts or such like, ours is what we call a completely honest package. It allows every business owner to get a comprehensive ongoing website package without being tied down by contracts or fixed terms."

With clients from Australia, New Zealand, Europe, UK, and the USA clamouring for the service FX Digital provides, Steve is keeping prices at their current low levels for as long as he can. But, he says he realises the workload for his company means price rises are inevitable in the near future.

Find out about FX Digital's current website packages and prices for small and medium businesses today by visiting ww1.fx-digital.com.

Release Two:

Who says the dot com era is over?

New service makes local web design company a world wide success

>From adversity to success, one small Australian business is bucking the trend and successfully marketing its products and services all over the world.

A little over two years ago in Perth, FX Digital was born. Raised from the ashes of a doomed dot com venture to incorporate a UK based design agency, a publication division, and the talents of experienced IT personnel, FX Digital Pty Ltd is today positioned at the forefront of the website design and development arena.

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Release Three:

Aussies lead the way in web design for small business owners

For small business owners getting online can be a costly and time consuming experience.

One Australian web design business has realised the overwhelming need small business owners have for professional yet affordable web services, and is successfully marketing its comprehensive solution to this problem around the world.

Steve Cartwright and his wife Julie are the owners of FX Digital, an Australian web design company with a revolutionary new service getting small business owners online quickly and affordably. With over 4000 clients world wide, FX Digital is at the fore front of website design and implementation.

Steve and Julie met online in 1996, leading to not only their marriage, but the formation of FX Digital. Both had extensive experience in the information technology industry, as well as many friends in small business, and felt they could make a difference by combining their unique talents.

Steve moved from the UK to Australia in 2000, and FX Digital was born.

“We don’t have contracts or such like, ours is what we call a completely honest package. It allows every business owner to get a comprehensive ongoing website package without any of the normally associated large upfront costs. Businesses can get a website package valued at \$4000.00 for a start up cost as low as \$250.00 with no ongoing contracts to tie them down“.

All FX Digital packages include ongoing maintenance, technical support, regular search engine submission and promotion, full email facilities, hosting, statistics, and marketing advice. Clients can choose their own site design from literally 1000’s of templates, most of which include Flash navigation, or have their site custom designed.

“Clients can even add to their websites whenever they want using the easy content management system we provide them with. Nothing has been overlooked”, comments Steve.

With clients from Australia, New Zealand, Europe, UK, and the USA clamouring for the service FX Digital provides, Steve is keeping prices at their current low levels for as long as he can. But, he says he realises the workload for his company means price rises are inevitable in the near future.

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