

FOR IMMEDIATE RELEASE:

CONTACT:

Caren McDermott  
Web N Beyond  
2280 Grand Avenue, Suite 314  
Baldwin, NY 11510  
Phone: (516) 377-7483  
E-mail: [Caren@webnbeyond.com](mailto:Caren@webnbeyond.com)  
Web site: <http://www.webnbeyond.com>

**Headline: Now you can find *The Best Of Everything* right at your computer**

Baldwin, NY---March 2, 2005---Web N Beyond, a full-service design and marketing firm, has launched the newly designed website for The Best of Everything.

The Best of Everything, or TBOE, caters to consumers that are interested in purchasing higher-end and more upscale products and services available in their local area. The need for a website that could compliment the direct mailings was an essential part of TBOE's marketing plan.

Webnbeyond created a website to correctly reflect The Best of Everything's image and the products and services that does business with them. TBOE wanted to implement a value-added for their advertisers in the form of listing their clients' current advertisement on the website and tracking the amount of traffic to that specific coupon. Webnbeyond, using custom programming technology, created click tracking software to measure the amount of traffic and unique visitors viewing and printing the advertiser's coupon.

Another important aspect of the TBOE website was the custom database development that was involved in creating the website. The Best of Everything needed the ability to have households that do not currently receive their mailings, provide their information and be added to TBOE mailing list.

Another value-added benefit that TBOE is offering their advertisers is the chance to offer a special offer to TBOE website visitors and retain a record of all users that gave their information. This will give the advertiser another channel to reach their target consumers.

For further information please contact Caren McDermott with Webnbeyond.

#### About Web N Beyond

Web N Beyond ([www.webnbeyond.com](http://www.webnbeyond.com)) is a full service design and marketing firm whose capabilities range from traditional to interactive marketing and design solutions. Webnbeyond offers complete solutions to set their clients beyond their competition. From consulting to website design to integrated marketing campaigns, Webnbeyond provides client support through the entire project. In addition, Webnbeyond offers custom computer programming services and e-commerce solutions.

#### About The Best of Everything

The Best of Everything ([www.TBOE.net](http://www.TBOE.net)) is your gateway to the finest products and services in a consumer's area. Everything from luxurious spas to the finest interior decorators, all offers are conveniently delivered each season to your door.

###