



FOR IMMEDIATE RELEASE

BEYOND EMAIL, AWARD-WINNING INTERACTIVE AGENCY, CHANGES NAME

Beyond Email, award winning web-based design, development and interactive marketing company *has changed its name to BEM Interactive*.

Greensboro, September 8, 2008 – Beyond Email, an award winning design, development and interactive-marketing company, has changed its name to BEM Interactive. In conjunction with the change, the company has created a new brand identity and launched a revised website. The new brand is more reflective of the company's image as a leader in its field.

The new name, BEM Interactive, supports and honors the company's previous name while illustrating the depth of its expertise in interactive solutions. "Our staff and clients have referred to us for a long time as BEM," said Malinda Pengelly, BEM Interactive founder and president. The "email" portion of our name limits us. And while we do provide email and robust email marketing services, that is really only one segment of what we do. Our team's ability to provide innovative designs, robust ecommerce, reliable application development, effective web marketing strategies and detailed analytics is the core of our business.

The company interacts closely with its clients to provide them with high-level client care and best solutions for integrating design, marketing and technology within their company. "We always go the extra mile to make sure our technology and integrated marketing solutions are the best and most current choices for our clients'," said Pengelly.

Since starting the company in 1996, Pengelly has worked hard to make Beyond Email a success. Entirely self-funded, Pengelly's leadership has generated a consistent, yearly company growth of at least 40% per year, with many year's growth exceeding 100%. Today, the company has 24 full-time professionals on staff and serves over 350 companies of all sizes and from all industry sectors in the Triad and throughout the United States.

BEM Interactive staff members recognize that making sure a business is capitalizing on the opportunities the Internet has to offer can be a daunting task for small and mid-size businesses. Most are familiar with traditional forms of advertising like print, direct mail, etc., but are unfamiliar and

sometimes, even intimidated, by the different forms of Internet marketing. The staff members are involved in the community and regularly share their experience and expertise to help business leaders understand web-marketing options through seminars on relevant web and marketing topics. As a highly regarded professional speaker, Pengelly regularly helps business leaders see through the intricacies of the search marketing industry by sharing her expertise with them throughout the Triad, the state and beyond. She serves on the Greensboro Chamber of Commerce's Technology Thursday committee and is a member of the advisory board for NC A & T's Integrated Internet Technology Studies.

Since its genesis in 1996, BEM Interactive has received a host of awards honoring its business practices, service to the community and leadership its field. This year alone, Pengelly received the Small Business Person of the Year Award from the Greensboro Chamber of Commerce and was named to Business Leader's 2008 list of Mover & Shakers. The company was named to the North Carolina Top 100 Small Businesses by *Business Leader* magazine.

The BEM Interactive staff includes 24 professionals with backgrounds in strategy; design; ecommerce; print; programming; marketing; branding and positioning; project management; and business analysis.

For additional information on the news that is the subject of this release contact Leslie Brooks at 336 889-2899 or Leslie@BuzztoBusiness.com.

About BEM Interactive:

Since opening its doors in 1996 as Beyond Email, BEM Interactive has helped companies of all sizes get results from their web sites. They focus on maintaining positive, measurable results through innovative designs, reliable web-based application development and comprehensive web marketing solutions including search marketing, social network marketing and site analytics. This award-winning agency is located in Greensboro, NC and serves over 350 clients in various business sectors including retail, manufacturing, wholesale, distribution, government, service, non-profit and education. Visit www.BEMinteractive.com

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