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SpaceCraft Launches Product to Create Websites That Work Across Mobile Phones, Tablets, and PCs
Lance Armstrong among first customers

Austin, Texas – April 11, 2012 - [SpaceCraft](#), a website publishing platform for small businesses, announced today the public launch of its product. The new website publishing platform brings cutting-edge technologies to the small business market, providing seamless functionality on mobile phones, tablets, and PCs. The newly relaunched [LanceArmstrong.com](#) is one of the first high-profile sites to be built with SpaceCraft technology.

“About 50 percent of small businesses still don't have a website, and for those that do, they can't easily update and manage their content,” says SpaceCraft CEO and co-founder Adam Moore. “We've made it easy and affordable for business owners to build a powerful web presence. The demand for such a solution is undeniable.”

SpaceCraft's content management system (CMS) leverages structured data principles to create truly effective websites that are built with the latest techniques in search engine optimization (SEO) and can be easily accessed by customers from mobile phones, tablets and PCs. Business information and social content is organized from around the web to create a highly integrated and branded web presence for a small business. SpaceCraft sites will feature responsive design techniques and the latest technologies including HTML5, to automatically resize and rearrange content effectively across all connected devices with no additional work for the customer.

Lance Armstrong's management company, Capital Sports Entertainment, recognized the capabilities of SpaceCraft's technology, and came on board as the lead investor in late 2011. Capital Sports Entertainment partner Bart Knaggs also joined SpaceCraft's board of directors.

“There's no question that small businesses and organizations face major challenges in marketing their business online,” said Knaggs. “We saw a great opportunity for the SpaceCraft platform to provide the tools necessary to meet the needs of this market and were eager to get involved.”

SpaceCraft recently concluded a beta testing phase with 100 small businesses. The search resulted in nearly 500 requests to participate in the private beta program, and the first of the selected SpaceCraft sites are live today.

Pricing for SpaceCraft starts at [\\$49/month](#) as well as an optional [\\$1599 Website Setup Bundle](#) for customers wanting professional content and design services and a year of SpaceCraft service.

About SpaceCraft:

SpaceCraft empowers small businesses and organizations to easily build a powerful web presence. Through the company's web-based software and live customer support, SpaceCraft helps customers create and manage beautifully effective websites that work across all devices — mobile phones, tablets and PCs. Founded in 2010 by Adam Moore and Jeff Williams, SpaceCraft is based in Austin, Texas. For more information visit <http://gospacecraft.com>.