

Atlantic BT Teams with Curtis Media Group to Offer Enhanced Online Marketing Services to Clients

Joint Offering Helps Curtis Media Clients Maximize Integrated Marketing Efforts, Combining Online Marketing Expertise with Traditional Marketing Efforts

RALEIGH, NC – June 23, 2009 – Atlantic Business Technologies, Inc., a full service web development and Internet solutions company today announced that it has finalized a partnership with Curtis Media Group (CMG) to provide integrated marketing services to joint clients. The new venture will be a cornerstone of the CMG Interactive division.

CMG has long been recognized as a leader in broadcast marketing opportunities with more than 40 years of experience helping clients guide their brick-and-mortar sales and marketing efforts through traditional broadcast channels. By forging a partnership with Atlantic BT, Curtis Media will take client support to a new level by incorporating more effective online marketing practices in conjunction with their existing menu of branding expertise.

The joint offering will compliment CMG's traditional marketing and advertising services with counsel and services to enhance a client's online storefront. Atlantic BT will help Curtis Media clients improve every aspect of their online presence, including web site design, architecture, security, e-commerce, search engine optimization, email marketing and more.

"Our clients' Web sites are their virtual storefronts on the Internet. It just makes sense to have the resources in our arsenal to support their growth objectives online as well as on the air. This partnership with Atlantic BT ensures CMG advertisers will have integrated elite-level brand support across every channel of their marketing investment," said Phil Zachary, president, Curtis Media Group. "It's an unprecedented offering in the Carolinas and brings to bear four decades of Curtis Media's reputation for exemplary customer service and the renowned digital expertise of Atlantic BT."

"While digital media has a limited scope among other broadcasters, I believe Curtis Media Group truly stands out from the competition by offering the right blend of innovative services to help customers thrive," said Jon Jordan, president, Atlantic Business Technologies. "This strategic partnership is a win-win for joint customers who are sure to benefit from CMG's traditional marketing know-how and our online expertise."

Curtis Media offers a proprietary "marketing bridge analysis" which helps ensure clients are following basic marketing best practices before considering an investment in advertising. Atlantic BT provides a similar service, analyzing a site for proper construction and other criteria before performing any SEO or other related marketing tasks. As a result, this partnership offers clients end-to-end strategic analysis and recommendations, both online and off.

About Curtis Media Group

Curtis Media Group is North Carolina's largest independent radio broadcaster with nineteen radio stations reaching more than one-million weekly listeners in The Triangle, The Triad and Eastern North Carolina. In addition, CMG operates the Triangle Traffic Network, Cupid.com, TriangleHelpWanted.com, TriangleTrader.com, the Southern Farm Network, CMG Southern Sales, CMG Interactive and StateGovernmentRadio.com.

About Atlantic BT

Atlantic Business Technologies, Inc. has become one of the largest and fastest growing web development companies in Raleigh, NC. While its original business goal was to develop new software and systems for the medical and pharmaceutical industries, the company quickly expanded into a business that provides fully customized, functional Web sites and Internet solutions to small, medium and larger, national businesses.

Since 2001, Atlantic BT has been a full service web development company that offers the tools, resources and services to get any business moving. The company focuses on combining new ideas, specific requirements, and years of experience into high-quality, results-oriented web solutions for small to medium sized businesses. Today, Atlantic BT has expanded its original vision to provide unique custom solutions to a growing account base of more than 600 clients. Atlantic BT offers end-to-end solutions for all clients including professional business website design, e-commerce and programming solutions, business grade web hosting, web strategy and all facets of Internet marketing.

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