



## **Grand Rapids Web Design Firm Content Is Queen Productions Acquires Jenison-based Competitor PC Frog**

### **Combination Will Expand Web Marketing Service Options for West Michigan Business Owners**

GRAND RAPIDS, MI, October 25, 2007 – Content Is Queen Productions, a long-time top Google-ranking, local area web design firm, announced today that it has agreed to acquire PC Frog, a well-known Jenison-based web design firm specializing in custom web sites and application solutions for small and medium-sized manufacturing and industrial companies.

The acquisition combines the great affordable full-service web design and marketing expertise of Content Is Queen Productions with the advanced web application programming capabilities of PC Frog. The combined companies will focus on providing cost-effective, successful, functional web sites that help small and medium-sized business owners decrease their marketing expenses while expanding their business capabilities online. With increased capacity, Content Is Queen and PC Frog will be able to handle larger client projects in-house while maintaining the high quality customers have come to expect from both companies.

“This is a great fit. PC Frog has the web application programming expertise and the expanded design team that we’ve been looking to add to our CIQ family,” said Misty Urban, Owner of Content Is Queen Productions. “Our companies share similar values; we both believe in giving the best web design, web hosting, and client services at the best prices possible to local businesses. Together, we naturally complement each other’s strengths to offer a strong, diversified portfolio of internet marketing related services.”

“By joining forces with PC Frog, we can offer a wider range of services to our clients that you would expect from larger advertising or development firms, but at much more affordable costs for smaller businesses,” continued Urban. “I’m confident that with this merger we’ll have the flexibility and resources needed to pursue larger projects and to continue to serve our client’s expanding web marketing needs.”

When the acquisition is complete, PC Frog will retain its distinct brand identity, strengthening and complementing CIQ’s own fast-growing web design business. Most employees will remain with the company and the sales force will be increased to pave the way for continued, managed growth.

**About Content Is Queen Productions:**

<http://www.contentisqueen.com>

Content Is Queen Productions, established by Misty Urban in 1998, specializes in affordable web design and hosting for small and medium-sized local businesses. The company also specializes in accessible web design and Section 508 web site compliance reviews, search engine optimization and web marketing campaigns.



In December 2005, Content Is Queen purchased Bizhand.com, a Grand Rapids-based competitor also specializing in the small business market. Since then, both companies have consistently ranked in the top two pages of Google search engine for local Grand Rapids web design and hosting.

**About PC Frog:**

<http://www.pcfrog.net>

Originally started in Jenison in December 2000, PC Frog specializes in serving the unique web site and marketing needs of manufacturing and other industrial companies throughout West Michigan. PC Frog offers affordable website design and web hosting, small web application development, customized e-commerce systems and search engine optimization.



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