

MediaPlus Announces 2-Phase Project – Website Gets a Make Over & New Features

(BIRMINGHAM - 2008 NOV 10) MediaPlus Insurance Services, part of the Encore Risk Management Group--a leading provider of risk management services and insurance for media and entertainment businesses are pleased to announce the next phase of their web site enhancements at their MediaPlus corporate web site (www.mediaplus4ins.com).

William Blake, President & CEO for MediaPlus Insurance Services and The Encore Risk Management Group, Inc. proudly states “that this most recent upgrade is just one more sign of our continued commitment to remain relevant, topical and interesting to our target audience and valued clients. We feel confident that the planned enhancements to be implemented in two phases, over the next two months will give our audience more reasons to come back and visit us in the future.”

Phase I was started more than 1 month ago and has a planned release date of mid November 2008. Natan Shar, of NextStep Web Solutions has been retained to execute our 2-stage plan. Our goal in Phase I is to give the site a fresh new look, to improve its navigability and restore (& enhance) client interactive features that had become inoperative earlier this year following several web host server changes that took place in the 1st quarter of 2008.

Other Phase I Site Enhancements include a fresh new look, an indexed site search engine, improved site navigability and interactivity, restored functionality to the online certificate request and claims reporting feature(s) and a much more robust Online Reference Library for the viewer. Updates, changes and company announcements will be available from the home page under the “What’s New” box. Daily RSS feeds (updated 5 times a week) will be brought in from such respected insurance industry sources such as AM Best News Services and Business Insurance.com.

Phase 2 of this project has a projected target date to be completed by the end of 2008. The focus of Phase 2 will be to further add to this site’s capability to initiate the most common and routine of policy holder changes and/or service requests. These new enhancements along with those of Phase I will give our clients even greater freedom to work at their convenience and on their terms without regard to anyone else’s hours or work schedule.

The Encore Risk Management Group Inc. serves as the parent and holding company for MediaPlus Insurance Services (D/B/A) and offers value-added consultative services and cost-effective risk management solutions for corporate clients in industries outside of MediaPlus’s already well-established areas of expertise.