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Innovative Intermedia Wins Mercantile E-Commerce Development Project

Golden, Colorado, September XX, 2005— Innovative Intermedia, an electronic business solution provider, announced today that it has won a multiphased e-commerce and website development contract for The Mercantile, a multi-unit brick and mortar home, farm and ranch store chain headquartered in Nebraska. The new e-commerce site will be ready just in time for the 2005 holiday season, featuring clothing, tools, toys, pet supplies and season items. The fully expanded site will be completed in early 2006 and will showcase as many as 30,000 products.

The Mercantile carries a huge assortment of agricultural and animal health products, equestrian supplies, western and work clothing, boots, hardware, tools, automotive supplies and tires as well as a complete line of lawn and garden equipment and products.

“The Mercantile’s new website will build brand awareness, encourage traffic to their physical store locations, in addition to providing a substantially more friendly customer centric online store experience,” explains Lisa Bridge, owner and CEO of Innovative Intermedia. “Innovative Intermedia will use sophisticated web marketing strategies and technology solutions to enhance the customer’s business, both online and in the stores themselves.”

Innovative Intermedia focuses its web development efforts on delivering clients a fast return-on-investment and increasing sales. With its broad range of interactive media experience, the Innovative Intermedia designers, developers and writers develop customized solutions to meet each client’s needs. “We aren’t “web designers,” we are providers of revenue producing solutions. We look forward to promoting The Mercantile’s outstanding customer service, its clean and well-organized stores and the product knowledge of its employees,” Bridge says.

For more information about the firm, its services and approach, contact Innovative Intermedia at 303-526-1184 or visit www.innovativeintermedia.com.