



## Press Release

### **Shindig Launches Free Website Tool, Making it Easy to Market, Sell Online and Manage the Follow Through**

***SMEs and home businesses can now publish their own integrated web site with easy-to-use templates, supported by full order tracking and customer management tools.***

**Sydney, Australia – February 27<sup>th</sup> 2007** – Web Presence developer, Shindig, today announced a significant addition to its suite of on-line business services. The powerful, easy-to-use *Website Builder* enables users to develop their own business websites using a range of templates. The templates make it easy to add text and images, as well as publishing information from Shindig's suite of business tools.

The *Website Builder* is the latest addition to the integrated suite of online tools from Shindig, that manages the sales and marketing functions for home office and small business users.

Many functions of Shindig are offered free, including the ability to compile a customer database, send campaign emails, manage orders and build a catalogue of products that can be sold online. Free users can also build a website, with a low monthly charge for the site to be published and hosted by Shindig.

Shindig's Managing Director, Staffan Flodin, says that the *Website Builder* is the latest in a unique suite of web marketing and business acceleration tools from Shindig. These online services can transform the efficiency of a business and accelerate customer and revenue growth.

Building a professional looking website at a reasonable cost is a common problem faced by most small businesses. Integrating a website with the sales and marketing functions of a business presents an even bigger hurdle. Flodin says this problem is now solved. The *Website Builder* works with Shindig's customer database, segmentation tools, email campaigns, calendar, webmail, product catalogue and order management tools.

"What we've done", says Flodin "is offer small businesses the opportunity to manage and grow their businesses with the range of tools normally only available to larger enterprises. But because these tools have been designed to work together you avoid the high integration costs involved in making separate applications work together."

“Now you can promote services via email, direct people to your website, present your products, receive orders and manage the dispatch, all through one fully integrated suite of services”.

Business users can sign-up to Shindig free at [www.shindig.com.au](http://www.shindig.com.au). The free service offers most of the functionality of Shindig’s suite of products, with limitations on usage. Monthly charges apply for other plans. Shindig works through a broadband connection, with no need to purchase software or upgrades.

### **About Shindig**

Shindig Pty Ltd is an Australian venture offering its services to businesses worldwide via On Line access. Its mission is to offer simple and affordable Web Presence to Small Businesses and Home Offices so that they can access world wide markets at minimal cost. For more information, visit [www.shindig.com.au](http://www.shindig.com.au)

### Contact

Staffan Flodin, Managing Director  
Telephone +61 2 9439 9259  
Email: [staffan.flodin@shindig.com.au](mailto:staffan.flodin@shindig.com.au)