

Contact: Thor Schrock
Schrock Innovations, Inc.
Phone (402)423-9595
Fax (402) 423-9596

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Press Release

Schrock Innovations to Launch New, Improved Website Site to provide more interactive, updated content

Omaha, NE – June 5, 2005: Schrock Innovations (SI) will launch a new website on June 30, 2005 designed to provide more up-to-date content, and many interactive user features that will be unique to the local industry.

The website will be located at the company's same domain, <http://www.schrockinnovations.com>. Thor Schrock, owner of Schrock Innovations, explained that the change was necessary to better reach the company's target demographic as well as to better showcase SI's expanded products and services.

"The recent addition of some talented programmers has opened doors for us that our previous website simply would not accommodate."

The new website will showcase weekly columns, a website and software development portfolio, a free virus alert subscription service, and other back-end tools that will reduce the company's operating costs and make it more consistent and efficient. One of the primary goals of the revamped website is to further assert SI's dominant technology services position in the Midwest.

"We have expanded into markets that present new challenges and offer new opportunities," Schrock said. "In the past, Schrock Innovations was primarily a consumer-based service business. While we will still maintain that niche, we are opening doors in the business-to-business marketplace.

Schrock Innovations' website received over 3,000 unique visitors every month, and SI's software development division expects the new website will double that number within 18 months.

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For Immediate Release, June 6, 2005