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The Net Effect's New Look and New Energy for 2002

February 28, 2002, Mobile, Alabama. -- The Net Effect, Mobile's premier information technology company, recently turned five years old -- a proverbial coon's age in Internet years. To match the momentum of the past few quarters, the company is rolling out a new logo, a new website, and a sharpened sense of purpose.

While many tech companies have recently suffered, The Net Effect has prospered. The Net Effect principals venture more than a guess as to why.

Co-founder Glenda Snodgrass says, "Our company went through what every company goes through, wanting to be all things to all people. Today, we only want to be one thing to people who are serious about information technology. We wanted The Net Effect's public face to represent the confident resource we have become."

"As we tackle more regional and national projects, we have to look suitable to the people who are evaluating us among other companies," adds partner Mitch Adair. "We've written books. We're players in open-source code development. We have knowledge that you can't get just anywhere. People know us nationally, and we're getting the national eye. So we have to look the part."

According to partner Geoff Peacock, there's more to the new look than meets the eye. "When a client chooses us, they're getting our old-fashioned work ethic along with cutting-edge technology. We want the world to know that we have plenty of both."

Peacock was one of the founders of the Mobile Area Free-Net, the organization that brought Mobile County its first Internet access in 1995. Adair is active in Linux kernel development and a noted expert in network security, while Snodgrass specializes in database applications and office productivity. Adair and Snodgrass co-authored two books, *Caldera Open Linux Unleashed* (Sam's Publishing, 1999) and *Samba Unleashed* (Sam's Publishing, 2000).

The Net Effect depends on the same information technologies as their customers. Sharing the same challenges provides a real-world edge that few comparable shops can offer. The company has developed e-commerce sites around the respected engine Shop-Eze.Net, and recently debuted Docu-Base, a web-based document indexing and retrieval system design for litigation case management. The company is currently developing custom solutions for the financial and entertainment industries.

In addition to network security, systems integration and custom software development, The Net Effect also offers a variety of Internet-related services.

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