



Crush Creative Introduces Sophisticated Web Based Solution

For Immediate Release

BURBANK, Calif./EWorldWire/June 16, 2004 --- Imagebase, Crush Creative's new proprietary online asset management software allows unlimited ability to manage valuable graphics information completely online.

Imagebase is a customized web solution that can be seamlessly integrated into a company's existing website or extranet. This system allows a company to order, track and manage their graphic assets online by creating a user ID and password to identify user levels and capabilities.

Once a user is logged on, he or she may order graphics for their specific location at anytime from anywhere. Corporate can set user parameters and approval processes based on employee level. Price and quality will be consistent at all locations nationwide.

Crush Creative can attach an online "catalog" to an existing extranet or create a new URL. Purchasing managers can choose from this catalog any quantity or combination of graphics to order. After completing an online order form, a purchase request will be emailed to Crush Creative and Corporate simultaneously.

Imagebase, when integrated into an existing infrastructure, will not only ensure that multiple locations can procure graphic related products quickly in a cost efficient way, but it will guarantee that corporate will uphold and manage the integrity of the brand.

Crush Creative has been a major supporter of the creative community for over forty years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

Other names and brands may be claimed as the property of others.

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