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TOP WEB CONSULTANT LEAVES THE MASTERLINK GROUP TO LEAD RIVAL NETSUCCESS' SALES FORCE

Dallas, TX, August 15, 2003. NetSuccess Inc., one of the largest Web site developers in Dallas, has hired their competitor's top Web consultant, Eric Williamson, as Vice-President of Sales to lead their sales force and expand it to the national level. Williamson played a dominant role in generating the majority of Masterlink's new business revenue in 2002.

"NetSuccess, with over 130 clients and a full-service staff, is privately-owned and financially solid. Their reputation for consistently producing Web sites of exceptional quality reflects their ingenuity and expansive resources. They employ strong project management to deliver an overall client experience that most Web site development firms lack. I project their new sales strategy to double the current staff size and triple revenues within the next few years. When all these factors come together in one company, it makes for an attractive career move," explains Williamson.

With Williamson successfully recruited to the helm of sales, NetSuccess is positioned for tremendous staff and revenue growth as it leads a variety of industries including medical, high-tech, real estate, healthcare, non-profit organizations, financial, media, education, and hospitality into the next generation of Web development and applications. "Williamson has a legendary reputation and strategic contacts within the industry. We're very fortunate to have him on board our team. His work ethic and Web experience combined with our current practices and future vision is adding fuel our expansion momentum," states Lori Barber-Thomas, NetSuccess President.

Signs that the economy is bouncing back are evident at NetSuccess. For the last 12 months, the firm has been planning for the shift in the 3 key areas of acquisition, strategic growth, and gained market share. Acquiring NetGrowth, recruiting Williamson's sales expertise, and expanding their client base have accomplished their goals.

Since online retail sales are projected to increase through 2008, resulting in sales of \$229.9 billion in the next five years, partnering with an innovative Web development and cutting-edge applications firm is crucial to business success. "NetSuccess delivers premium Web design and development service. They have project tracking, accurate bidding, and industry systems in place that will allow a seamless transition into my new role. My main objective, besides bringing new perspectives to their talented group, is taking NetSuccess to a new sales level. The company is ripe to make a strategic national move," states Williamson.

More information regarding NetSuccess may be obtained from the company's Web site at <http://www.netsuccess.com> or by contacting Ms. Barber-Thomas directly.