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# PRESS RELEASE

## **Solamatrix, Inc. launches Sun-Gard® WebNet Program to Help Window Film Dealers Increase Sales**

**St. Petersburg, FL, July 6, 2010:** Solamatrix, Inc. introduces the Sun-Gard WebNet dealer program to help drive consumer traffic to loyal Sun-Gard dealers. WebNet is an online marketing tool that allows dealers to generate sales leads and referrals through their own customized professional WebNet website. The program offers dealers a simple but professionally designed website with a unique URL that they can utilize to promote their business in their local market. Each dealer website is optimized to help better position the site in local online searches and includes added social media features that make it easy to promote on Facebook and Twitter.

In addition, WebNet is more than just a website. Users can keep track of all referrals, requests for quotes and submitted questions through a customized tracking system. A WebNet dealer has a unique login that allows him to see all recent traffic to his site and follow up with all leads. This tracking system also offers a way to monitor follow-up activity including phone calls and emails, preventing any leads from being lost.

“After conducting internal research about the industry and its advertising habits, we found an overwhelming number of local window film installers do not have a good online presence. In today’s world, most consumers search for local products and services online. Dealers that do not have a website are missing those leads. WebNet offers our customers a very inexpensive way to create a professional website. We’ve simplified the process so that a dealer needs no more than a valid email address, \$75 and 5 minutes of time to have their very own site,” says Angie Howard, Solamatrix marketing communications manager.

The Sun-Gard WebNet program is open to all Sun-Gard dealers. As part of the program, all participants receive free hosting and a free web address (URL). Dealers can choose three easy payment options with the best value being 2 full years for \$200. To sign-up for the WebNet program, visit [www.sungarddealer.com/signup](http://www.sungarddealer.com/signup). For questions regarding the program, please call 888-887-2022.

Solamatrix, Inc. manufactures and globally markets a comprehensive family of solar control, safety and security window films for motor vehicles, homes and commercial property. Its product lines include the popular SUN-GARD® solar control window films as well as a full line of Glass-Gard® safety and security films.

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