

Hannon Hill Corporation

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Makers of the Award-Winning Cascade Server content management software

Hannon Hill Announces New Product Name

ATLANTA - AUGUST 15, 2005 – Hannon Hill Corporation, a leading provider of enterprise web content management solutions, today unveiled the new name for its flagship software: Cascade Server.

The content management system (CMS), formerly a combination of "Content" and "XML" fused together, received a name change to better reflect the scope of the product, and to appeal to a broader, more appropriate audience.

"Cascade Server just has a better ring to it," explains David Cummings, founder and president of Hannon Hill. "ContentXML was descriptive, and a great name for marketing a new product, but it was geared more towards web developers. We wanted to show that this product is not just for technical audiences – it's the marketers and business users who get the most benefit from it."

The word "cascade" not only evokes a more descriptive, positive image than "content," but it also describes a major benefit of a CMS: cascading changes across one or more sites with centralized templates and blocks of content. In addition, cascade is found in the web design term Cascading Style Sheets (CSS) which provides for controlling presentation of information.

"It was the right time to change," says Kirsten Eidsmoe, Director of Marketing. "We'd already made major upgrades to the product and reworked our corporate look. We needed a product name that reflected what we have to offer."

About Hannon Hill Corporation

Based in Atlanta, Georgia, Hannon Hill Corporation develops powerful content management systems with an emphasis on personal service. Hannon Hill is committed to building software that gives content publishers strict control over their digital information, while providing business users an easy, yet comprehensive, method to manage content for websites, print publications, and e-learning. For more information about Hannon Hill's award-winning Cascade Server, please visit www.hannonhill.com or call 800.407-3540.

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