

Hannon Hill Corporation

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Makers of the Award-Winning Cascade Server content management software

Leading Software Firm Releases Site Using Cascade Server

ATLANTA - MAY 6, 2005 – Hannon Hill Corporation, a leading provider of web content management solutions, today announced that Silverpop has launched a fully-updated website using the award-winning content management software Cascade Server.

Silverpop, an Atlanta-based company that provides complete, cost-effective permission email marketing solutions, has offices throughout the United States and in England. The company chose Cascade Server because of its ease of use and flexibility in managing different types of content.

"Our website was designed to provide current and potential clients access to Silverpop's extensive knowledge capital," says Elaine O'Gorman, vice president of strategy.

"Having a state-of-the-art website that is friendly and easy to use is imperative for the growth of our business. Cascade Server allows us to effectively manage substantial amounts of online content, making it easy for clients to access the information they need."

While many companies simply import their current sites into Cascade Server to make it easier to maintain, Silverpop took full advantage of the software's special features in order to implement significant improvements to its website. Launched earlier this year, Silverpop's new site features an updated layout and design as well as expanded content and client interactivity.

"Silverpop's site is a great example of how Cascade Server can transform the online presence of a company," David Cummings, CEO of Hannon Hill, explains. "With this software, companies are able to use their time more effectively. Website updates are no longer a tedious process, and it's now even easier to maintain a complex and interactive website."

About Silverpop

Silverpop is a leading provider of permission-based email marketing solutions, strategy and services. Ranked as having the highest business value and richest feature set by JupiterResearch in 2004, Silverpop was also acknowledged by Forrester Research as a "strong performer" that "stands out with an interface that is quite easy to use while providing strong functionality." Silverpop helps marketers cultivate and maintain long-term strategic relationships with customers and partners by maximizing the potential of email as a relationship tool. Its flexible service model allows marketers to choose from full service, ASP or install and easily move between the three, making it an ideal solution for marketers at any stage of using email. Silverpop provides email marketing to industry leading companies including The Bombay Company, British Sky Broadcasting, Weather.com and more.

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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