



FOR IMMEDIATE RELEASE

## WebWorks.com Launches New Weblogs Feature

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### Executive Staff from Leading Publishing Platform Software Developer Start Blogging

**AUSTIN, Texas — November 28, 2007** — WebWorks.com, a brand of Quadralay Corporation, the leading developer of publishing platform solutions for single-source delivery of online content, today launched Weblogs, a new corporate blog, on its Web site.

This new section represents another step in WebWorks.com's ongoing strategy to improve customer communications and to encourage the growth of a vital and informed WebWorks ePublisher community. The WebWorks Weblogs will cover news on:

- Various WebWorks events
- Product developments
- Trade shows and conferences
- Partnerships
- Feedback on customer comments
- Plus the occasional fun article on what we get up to out of the office and life in Austin, Texas

The WebWorks.com team will also be posting some thoughts on general industry and technology trends.

Contributing to the blog will be Tony McDow (Quadralay's CEO and Founder), Andrew VanConas (VP-Business Development), Alan J. Porter (VP-Operations), Ben Allums (Director of Engineering), Jesse Wiles (Senior Consultant) and other senior Quadralay staff.

### About ePublisher

The ePublisher Platform enables cost-effective processes for efficiently presenting and deploying content in online and print publications. Organizations can leverage existing authoring tools and content management systems with ePublisher to meet organization-wide publishing needs. Its open system architecture, based on industry-standard XSL, enables a large degree of flexibility, customizability, and migration investment protection.

For more information visit [www.webworks.com](http://www.webworks.com)

### **About WebWorks.com**

WebWorks.com, a brand of Quadralay Corporation, is the leading provider of comprehensive online publishing and help system delivery solutions. Its products and services constitute the definitive single source for all its customers' ePublishing needs. WebWorks.com specializes in content conversion software that outputs Web, online help, and technical publication formats. The ePublisher Platform can automate the conversion of source documents in popular authoring formats such as DITA-XML, FrameMaker, or Word and convert them to multiple end-user formats such as WebWorks Help, HTML, CHM, and PDF. ePublisher's conversion system is based on XSL so that output formats can be customized or even developed from scratch if needed. Quadralay Corporation, based in Austin, Texas, was founded in 1992 as part of the University of Texas Technology Incubator program. Quadralay currently has thousands of customers in over thirty countries worldwide.

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