



SALT LAKE CITY, UT. – May 8, 2007 - Verite, a digital communications agency is proud to be selected as the provider of an enhanced website design and Vérité Management System (VMS™), a content management eTool™, to local non-profit Power in You Foundation, an organization that aims to give teens hope by providing them with inspirational stories from young adults and life improvement by directing them to numerous professional resources that will provide them with support for their challenges.

“By providing Power in You with a VMS, they were able to overcome the challenges that updating a website can pose with a primarily volunteer staff who have little web skills,” Kim Jones, CEO and President of Verite said. “We are glad that our product was able to help an organization with such an important cause and role in our community”

The powerinyou.org site features information and stories related to the topics and issues that teens in Utah face on a daily basis which could potentially lead to at-risk behavior in an effort to help them make positive choices.

“The Power in You website enables us to be a facilitator of hope to countless individuals. The inspirational stories and professional resources show teens they aren't alone and they can get help.” Said Mary Kaye Huntsman, the creator of Power in You, Chairman of the Board and First Lady of Utah.



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“VMS provides the staff with an interface based tool where any staff member without technical expertise can update the site with the most up to date information available, post upcoming events, and provide contact information and resources” Jones said.

About Verite, Inc.

One of Utah's original digital communications agencies, Vérité, Inc. produces unique and effective on-line tools, and creative campaigns for corporate sales, marketing and training departments. The company was founded in 1993 and initially developed digital advertising campaigns to enable businesses to communicate effectively. Vérité offerings include eTools™, on-line services for registering, testing, certification, eCommerce and more. Vérité has built innovative integrated media solutions for some of the world's leading technology companies including Novell, Omniture, Symantec, Intel, The State of Utah, Avocent and more. Headquartered in Sandy, Utah, Vérité, Inc. serves clients in Utah as well as nationally.

Learn more at www.verite.com

About Power in You

Power in You, a non-profit organization focuses on the emotional aspect of life challenges and at-risk behavior in order to help teens make positive choices and have healthy attitudes on the road to adulthood and beyond. Power in You aims to give teens hope by providing them with inspirational stories from young adults and life improvement by directing them to numerous professional resources that will provide them with support for their challenges.

For More Information:

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