

FOR IMMEDIATE RELEASE

## **SquareRadius Wins International WebAward, Exemplifies Standard of Excellence in Web Site Development**

**The Web Marketing Association Applauds SquareRadius for [www.ubics.com](http://www.ubics.com), a “Very Well-Designed Site” that is “Easy to Navigate and Read”**

**SCOTTSDALE, AZ SEPTEMBER 17, 2003.** SquareRadius, Inc., a Scottsdale-based subsidiary of global IT services provider UBICS, Inc. (OTC: UBIX), announced its acceptance of a Web Marketing Association (WMA) Standard of Excellence WebAward for creating the UBICS Web site ([www.ubics.com](http://www.ubics.com)). An organization that advances superior practices in Internet marketing and corporate Web development, the WMA recognized SquareRadius' UBICS site as a standard of excellence toward which all corporate Web sites should strive.

“Winners of the 2003 WebAward Competition represent some of the best Web sites on the Internet today,” said William Rice, president of the Web Marketing Association. “The WebAward competition is becoming one of the ways leading Web professionals are demonstrating the effectiveness of their Web development. Winning a WebAward not only provides valuable feedback from expert judges, but gives companies a valuable marketing tool and shows company management that their Internet investments are on the right track.”

The WMA's premier WebAwards judge Web sites against an evolving Internet standard and against peer sites within a given industry. A record 1,300 sites from 19 countries participated in this the seventh annual WebAward competition.

According to Greg Doyle, president of SquareRadius, “We're very pleased to accept this prestigious award. Having our parent company become a client presented a unique opportunity. A global company serving mid-sized to Fortune 500 customers, UBICS required a friendly yet sophisticated global look-and-feel. At the same time navigation had to be intuitive and straightforward.”

Each entry was evaluated on seven criteria: design, innovation, content, interactivity, navigation, ease-of-use and use of technology.

“The finished product is very effective, from the way it portrays our international presence to content and navigation,” stated Patrick Servino, director of Marketing for UBICS. “The site addresses the needs of UBICS' U.S., Europe and Asia audiences with class, and it accurately conveys our brand image.”

Judges' comments on the UBICS site included the following: “Very well-designed site. Contemporary but not too slick, nice images. Easy to navigate and read. Everything a user needs is there without a lot of distracting extras.”

Square**Radius** has also won the 2002 “Website of the Year Award” sponsored by the Arizona Technology Council (formerly AZSOFT.net). For a complete list of 2003 WebAward winners, please visit [www.webaward.org/winners.html](http://www.webaward.org/winners.html).

### **About the Web Marketing Association**

Now in its seventh year, the WebAward Competition for website excellence is conducted by the Web Marketing Association, Inc. (WMA), an independent volunteer organization founded with the purpose of evaluating and recognizing and increasing the standard of excellence on the World Wide Web. Its website is located at [www.webaward.org](http://www.webaward.org).

### **About UBICS**

UBICS, Inc. (OOTC: UBIX), is a global provider of IT professional services specializing in enterprise solutions, co-managed solutions, staff augmentation and business process outsourcing. UBICS can deliver flexible IT solutions onsite, offsite and offshore to offer industry-leading business solutions at a competitive cost. With more than 500 consultants through its worldwide satellite offices, UBICS services mid- to large-sized companies in the areas of: ERP and CRM package implementation and customization; e-commerce/Internet services; application maintenance programming; database, systems and network administration; network engineering; business process re- engineering; and more. The Pittsburgh, PA-based organization has a successful 10-year history as an affiliate of the UB Group, a billion multinational group of companies headquartered in India. For more information, please visit <http://www.ubics.com>.

### **About SquareRadius**

Square**Radius** is the technical and creative solutions arm of UBICS, Inc., offering a complete suite of integrated creative and technical solutions. Square**Radius** specializes in front-end Web development, branding and graphic design, as well as back-end database engineering, system integration, network administration and custom application development. The company has offices across the United States, Europe and Asia. For more information, please visit <http://www.squareradius.com>.

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