

Hannon Hill Corporation

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Makers of the Award-Winning Cascade Server content management software

Hannon Hill Founder/CEO to Moderate Technology Association of Georgia's Web Marketing Automation Panel

ATLANTA, GA - August 4, 2008 - Hannon Hill founder and chief executive officer David Cummings will moderate a panel discussion held by the Technology Association of Georgia's Content Management Society, on August 14 from 6:00-7:30 PM at the Macquarium building in Atlanta, GA. "Web Marketing Automation: Best Practices" will highlight the most innovative trends being used by some of the industry's leading providers. Derek Grant, vice president - sales of Pardot, and Jeremy Porter, president of Reaction Marketing Group, will discuss and explain how the tools and techniques used in web marketing automation are changing the way sales and marketing operates.

Grant, who leads sales, business development, and strategic partnerships efforts at one of the leading web marketing automation providers, and Porter, who has developed and managed strategic marketing programs for over 100 startup and early-stage technology ventures, will key in on how web marketing automation is becoming a crucial component of nearly every B2B marketers' online presence. As web marketing automation becomes ever more necessary, Grant and Porter, led by Cummings, will offer expert information on its uses and benefits, from the ability to track the touch points of all prospects to the efficiencies made possible by automating many sales and marketing tasks.

"Web Marketing Automation: Best Practices"

*Presented by the Technology Association of Georgia's Content Management Society
August 14, 2008, 6:00-7:30 PM*

TAG members free admission/Non-members \$20

<http://www.tagonline.org>

Macquarium

1800 Peachtree St., Suite 250

Atlanta, GA 30309

About the Company

Hannon Hill creates web marketing solutions that give people and organizations the freedom to manage their Internet, Intranet, Extranet and Portal content with ease. Our primary software solution, Cascade Server, is ideal for organizations in industries such education, healthcare, technology, government, and publishing. Designed for any network environment, Cascade Server is as easy as e-mail and gives IT departments much needed deployment flexibility, a zero-footprint client and fast implementation. Since 2001, Hannon Hill solutions have been utilized and trusted by organizations

including Duke University, Carnegie Mellon University, MCG Health Systems, PGP Corporation, Reed College and SCOREGolf magazine. For more information about Hannon Hill and all of our products, please visit www.HannonHill.com or contact us directly at 800-407-3540.

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