

Interactive Marketing Specialists

**COLBY DIRECT**

FOR IMMEDIATE RELEASE  
May 20, 2010

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## COLBY DIRECT EXPANDS SERVICES TO INCLUDE FULL RANGE OF WEB & APPLICATIONS DEVELOPMENT

**May 20, 2010 – Annapolis, Md** – Colby Direct, a full service digital agency, today announced the launch of its web development division in response to the growing demand for custom applications. This broadening of its service suite rounds-out Colby's existing robust digital marketing platforms, which include social media, S.E.O. web design, and email marketing and positions the firm as a full turnkey design and development firm.

"In response to increasing market demand, we have expanded our web-development offerings beyond our core marketing solutions to include mobile applications, cloud computing, business process automation, and integration with third-party systems/API's said Kurt Snyder, president of Colby Direct. The recession has forced businesses to rapidly re-think their business models and they are demonstrating an urgency to address long-overdue initiatives to quickly leverage cost-effective technologies. Through our wide-spread client and partner relationships within the D.C/Baltimore corridor, nationally, and abroad, we are now well-positioned to respond to these emerging needs".

Colby Direct, with new headquarters in the modern has Annapolis Exchange Building in Annapolis, MD has kicked off the launch of these services with a major engagement to integrate a custom project work-flow platform with an accounting system for a commercial B2B client.

"We are excited to be able to allow customers to partner with us on a one-stop-shop basis for all their marketing and development needs, said Snyder. In the end, these applications eventually work together with our marketing platforms in some form or fashion, so working with a single partner just makes good sense"

### About Colby Direct

Colby Direct is a full-service digital agency which provides its clients a wide range of web marketing solutions including website design & development, web, mobile and third-party applications.