

For Immediate Release

October 10, 2008

For More Information:

David Donohue 603-625-5713

ddonohue@griffinyorkkrause.com**GRIFFIN YORK & KRAUSE LAUNCHES NEW INTERACTIVE WEB SITE FOR MANCHESTER SOFTWARE COMPANY**

MANCHESTER, NH - Griffin York & Krause (GY&K) announces the launch of the newly-designed web site for Newforma, a fast-growing software development company in Manchester, New Hampshire to promote its new product offering.

After extensive research, Newforma had recognized the growing need for project information management (PIM) in the architect, engineer, and contractor industry (AEC). To address this need, they developed a new software solution: Newforma Project Center. The creation of their new web site now serves as a key vehicle to help define and own the new category of PIM, showcase their product and describe its benefits to their customers.

"We developed the unique positioning: *'Newforma. Your new world. In order.'* That brand message was illustrated through a brand essence video that became the basis for the web site, which evolved into a flash movie that is featured on their home page. The site also features six additional flash movies that GY&K produced, where potential Newforma Project Center clients could really learn more about their offerings," said Travis York, GY&K president.

"The new look for our site is great. It is crisp, clean, professional, and appealing. This is a huge upgrade from where we were before," said Ian Howell, CEO of Newforma. "Our customers say it's easy to navigate, and they appreciate the effort we have taken to provide a full range of information for our product and company. GY&K did a terrific job for us."

Newforma's web site is www.newforma.com.

About Griffin York & Krause

Headquartered in Manchester, NH, GY&K is an advertising and strategic communications agency selling products and services that help companies market and sell to their customers and prospects globally. GY&K has been at the forefront of creativity and strategic thinking for nearly 30 years. Clients benefit from a wide range of integrated and complementary services including: advertising, design, media, interactive, public, corporate and media relations, public policy and political consulting, marketing strategy and planning. The current roster of clients includes CWCapital, the New Hampshire Lottery, Catholic Medical Center, Irving Oil, St. Mary's Bank, Newforma, Eastern Connecticut Health Network and Globe Manufacturing Company.

GY&K employs over 50 people at its historic 121 River Front Drive location in Manchester. For additional information, please contact David Donohue at (603) 625-5713 or ddonohue@griffinyorkkrause.com.

###