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One Year On From NameMedia Separation...

SEO Domain Development Platform Enters Pre-Release Version Beta 3.5 .

CARLSBAD, Calif., Feb 7, 2008. – more**focus** group inc., the independent San Diego- and London-based informatics and multi-media publishing company, announced today that it had moved its all new ‘MG4’ content and bulk-domain monetization platform into the pre-release beta.

Targeted at first – and second-tier domain name owners, the latest beta version of the more**focus** MG4 platform was launched today. The pre-release candidate brings together the new domain analysis, ad- and lead widget-serving, and real-time analytics elements, integrating these with the optimized content and CMS platform. The additional functionality allows owners of multiple domains to benefit from real-time SEO and revenue reporting and, therefore, to optimize and fine-tune CPM/C/L & CPA returns on-the-fly without the need to integrate systems from multiple vendors.

Dr. Regan Carey, SVP Planning and Development, said, “more**focus** has long been known for its ability to apply de-identified visitor psychographics to build a cross-domain ontological structure; benefiting both the user and domain owner. In the latest release, these principles are applied to monetization.”

Colin Lucas-Mudd, CEO, added, “The development of the new platform, combined with the separation of the more**focus** team from NameMedia in February last year, allows the Company to work with multiple owners to analyze, develop and grow Tier I and II domains in volume. As the revenue opportunities available from parked domains recede, it is essential that owners of such properties be provided with a next-generation development strategy.”

Currently, some seventy previously-parked domains are either launched or in development. It is anticipated MG4 will move out of Beta in early April. Further details are available from more**focus** directly at 1-800-549-3904. <http://morefocus.com>

About more**focus** group inc.

San Diego- and London-based more**focus** group inc., builds and maintains high-traffic networks across multiple verticals. Independently, or together with its domain-owning clients, the Company owns or controls a leading independent healthcare and lifestyle network controlled by a suite of proprietary publishing, ad-serving, analytics and behavioral monitoring applications. The publications and software applications are applied to build engaged traffic, recruit, sample and manage registered consumers, and build marketing ROI for major healthcare and consumer marketing corporations.