



Bizzuka Announces Houston Franchise, Leverages Technology Platform for Continued Growth

Company's OnDeCC platform provides competitive advantage for SMBs in build Intranets and Extranets

December 5, 2005 -- LAFAYETTE, LA – Bizzuka, Inc. (www.bizzuka.com), a provider of component-based Web and intranet-based solutions, today announced its first franchise outlet based in Houston, Texas. The franchise agreement represents Bizzuka's new corporate growth strategy and further demonstrates the company's momentum as a valuable technology supplier for building and maintaining powerful, cost-effective Web sites, intranets and extranets.

The Bizzuka franchise was awarded to Bizzuka Houston, Inc., headed by Evan Ford, Bill Hunter and Craig Phillips. The new enterprise provides a physical presence with which to serve businesses in the greater Houston area – particularly small-to medium-sized businesses that compete with larger enterprises, but lack comparable financial and IT resources – in developing their Web presence and internal portal solutions.

“Bizzuka's industry-leading technology allows us to offer local businesses the most affordable access to a sophisticated set of features and capabilities typically only utilized by larger companies,” said Hunter. “We effectively allow them to concentrate on their core business while competing head-to-head with larger competitors in terms of their online strategy.”

Bizzuka's strategic advantage comes by way of its OnDeCC (On Demand Content and Components) product, a Web-based content management system that goes far beyond traditional content management solutions. The platform features a unique click-and-launch architecture giving companies on-demand access to over 100 of the most sought after Web applications typically found in large corporate intranets, extranets and Web sites.

“With OnDeCC, we provide a level of sophistication and power that normally requires spending hundreds of thousands of dollars to develop” says John Munsell, CEO of Bizzuka. “We can provide a web developer with a product that can literally dominate their market place in terms of technology and price-point, and the franchisee can, in turn, deliver an end product that rivals some of the best in the business.”

Munsell also cites a distinct advantage with the Bizzuka franchise by being able to serve local customers directly. “Bill and Craig are successful, savvy businessmen who have developed many relationships in the Houston area,” he says. “It's always been my experience that local businesses would rather work with other local businesses if at all possible.”



While both Munsell and Hunter agree that Bizzuka's platform is effective across a variety of industries, Munsell says he's seeing increased interest from transaction oriented e-commerce businesses. "They seem to be making a comeback," he says. "E-commerce businesses have learned that in order to succeed, they must present their offering with a polished look and give customers a more efficient buying experience that the company may have provided the past."

About Bizzuka

Bizzuka has created OnDeCC, (On Demand Content and Components), a web-based content management system that is dynamic and robust, yet easy-to-use platform that gives small to medium sized companies affordable access to the sophisticated features and capabilities of systems utilized by Fortune 500 companies. The product also allows clients to take advantage of software upgrades immediately with no additional cost.

Since relocating its Tampa based operations to Lafayette, Louisiana in 2003, Bizzuka has quadrupled in size and was named a finalist in the New Orleans City Business Innovator of the Year Awards.