

News Release
September 27, 2008



Contact:
Kathryn Kendell
kkendell@crownpartners.com
937-723-2300

Crown Partners selected by STMicroelectronics for Web Content Management Implementation

Crown Partners, LLC, specialists in enterprise information management solutions, today announced they have been selected by the world's fifth largest semiconductor producer to provide both software and supporting solution services. STMicroelectronics chose Crown's SiteBuilder Web Content Management (WCM) product, to complement their EMC Documentum platform. Crown's Co-founder and Managing Director Richard Hearn expressed the firm's enthusiasm and excitement for the multi-phased opportunity, as it leverages both Crown's product and service capabilities. Hearn states, "Deploying Crown's SiteBuilder Framework, on top of EMC Documentum, gives STMicroelectronics a powerful resource to perfect the creation and management of their electronic product catalogs, as well as a way to create and manage hundreds of web sites and distribution channel sites."

STMicroelectronics' Vice President for Online Marketing, Serban Coss, is pleased with SiteBuilder's ability to integrate creative content and dynamic elements across multiple, complex sites, saying, "Crown Partners' solution is comprehensive. Crown provides services and innovative software to enhance the power and performance of our current EMC Documentum infrastructure."

"Clients like the depth and breadth of Crown's experience deploying SiteBuilder in a variety of industries," added Hearn. "The key features help businesses get the most out of EMC Documentum. Our customers not only reduce time and cost-to-deploy complex website that are highly sophisticated, they enable their visitors to enjoy a dynamic, relevant experience—which means the visitor is more likely to return to the site."

Crown SiteBuilder is a *Designed for EMC (DFE)* accredited product and a complementary addition to EMC Documentum that combines high performance, platform efficiency and a rich visitor experience.

A leading provider of Enterprise Information Management (EIM) platform solutions, Crown Partners helps customers succeed by streamlining and simplifying information-intensive business processes. Crown provides Global 2000 companies field-proven content management software products, quality professional services and educational resources that optimize performance of the EMC Documentum, Oracle Hyperion and Microsoft SharePoint platforms.

STMicroelectronics is the fifth largest producer of semiconductors in the world with net revenues of US\$10 billion in 2007. ST is headquartered in Geneva, Switzerland.

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