



FOR IMMEDIATE RELEASE:

Amy M. Bailey, General Manager, info@thevalueminute.com

Values Count, LLC Launches New Web Site for The Value Minute®

October 14, 2006 – (Fairfax, VA) -- Values Count, LLC, a media content provider, has launched a new web site for The Value Minute® at <http://www.thevalueminute.com>. The site was created with SevaCM, a content management solution provided by The Seva Group (www.sevagroup.com), an information technology consulting firm based in Baltimore, MD. In addition to being the package used to build and manage the site itself, SevaCM is also running the backend system managing the content inventory, schedules and customer information. The site's graphic design was provided by Aivilo Web Solutions, LLC (www.aiviloweb.com). The new site presents an enhanced user interface, improved navigation, more robust content and offers a better overall web experience for its users.

The Value Minute® is a media offering that consists of recurring features focused on character-building principles relevant to our times and practical for every day life. Tailored to fit just about any media, The Value Minute® installments offer real-life experiences, scenarios and/or facts that take about one minute to read or hear. They encourage the reader/listener to explore their own views or values relative to what has been presented. To assist the audience in the thought process, at the conclusion of each Value Minute episode, one or more questions is posed which act as a catalyst for further personal thought or dialogue.

The Value Minute® is content that may be licensed for use in publications, on radio or for distribution via email or through web sites. In addition, feature collections are available via booklet, workbook and CD. Several collections are focused on specific industries or groups, such as business, education or family, and consist of features particularly relevant for that target audience. The Value Minute® is unique in that it does not lead its audience or dictate a message. The features are inclusive, non-sectarian and non-partisan encouraging the reader/listener to think for him/herself.

For more information about The Value Minute® please contact Amy Bailey at info@thevalueminute.com