



TECHNOLOGY NEWS

FOR IMMEDIATE RELEASE
Wednesday, August 30, 2000

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INTERNET CONSULTING FIRM CHANGES NAME TO REFLECT CORPORATE GROWTH AND DEPTH OF SERVICE

Columbia, MD –NETfanatics, a premier Internet strategy and services firm, announced today that it has changed its name to G1440. Selected to signify the firm's current and future growth, as well as its depth of service, the new name implies G1440's pledge to provide global eSolutions, every minute of every day, where "G" refers to global and "1440" refers to the number of minutes in a day. The company's expertise in integrating business strategy, complex technology solutions, and high-impact design, have resulted in the development of client-specific, Web-based applications to successfully initiate B-to-B commerce, customer relationship management, online contract generation, and supply chain management, among others.

G1440 CEO Larry Fiorino said of the change, "Our ultimate goal is to be an international eSolutions powerhouse and, in order to do so, we need a name that speaks to what it is that we do, and has the staying power to grow with us. We believe the name G1440 evokes curiosity about our business and, coupled with our tag line, speaks to our mission: to generate competitive advantage for our clients through detailed strategic planning and sophisticated, scalable, technology-based solutions. It is this focus and our deep vertical knowledge in the financial services, homebuilding, high-tech, retail, and automotive industries that enables our clients to realize improved customer relationships, real-time business intelligence, reduced costs due to systems integration, and a maximum return on investment."

The G1440 name change comes on the heels of the company's recent acquisition of San Francisco-based Panurgy NorCal, an end-to-end Internet consulting firm. The result is a bi-coastal presence and increased service capabilities for G1440 that, together with its strategic business relationships with industry leaders like Sinclair Broadcast Group, Microsoft, Digex, and others, positions the company for considerable growth in the coming years.

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Based in Columbia, Maryland, G1440 develops, implements, maintains, and hosts advanced Web applications that integrate business and technology to create effective and reliable solutions to complex problems. The breadth of the company's industry knowledge and its proven development process has resulted in an expanding client list that includes fast-growing local and national companies, including Starbucks, MileOne, Intuit, Esurance, and David Weekley Homes, among others. Sinclair Broadcast Group, Inc. is a majority shareholder in G1440.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 61 television stations in 40 markets. Sinclair reaches approximately 25.0% of U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates.

For more information on G1440 and its services, call (410) 423-3900, or visit the company's new Web site at www.G1440.com.

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