

FOR IMMEDIATE RELEASE

Coast Video Inc. Selects Neotrope's Keyword Optimization and Contextual Marketing Solutions to Promote Web-based Video Production Studio

LOS ANGELES, Calif. - July 21, 2003 /PRnetwire.com/ -- Neotrope (www.neotrope.com), a privately held marketing communications and Internet marketing company, announced today that it has been chosen by Coast Video Inc. of Manhattan Beach, to provide its proven search engine optimization solutions to promote VideoBuilder.com. VideoBuilder (www.videobuilder.com) provides an easy-to-use web-based video production studio for any size company to easily create, edit, and produce promotional videos, web multimedia, rich-text email, and PDA-based video presentations.

The video production solution includes all the features of a typical production, from script writing, planning, shooting the video, and editing. Even replication, and web hosting of the video production can be done by VideoBuilder.com, all managed from a web-based video production management suite. A complete multiple-scene video production, with up to 12 scenes, scriptwriting, a videographer, editing, and web encoding, starts at \$1500. Similar affordable video production packages, such as DVD authoring, can be found on the website:

http://videobuilder.com/products/video/video_howto.html

Coast Video Inc. chose Neotrope's DotComMojo™ and DotSorcerer™ (www.dotcommojo.com) keyword marketing solutions because of Neotrope's eight years of proven success in achieving effective placements of most-desired keywords and phrases in all major search engines. Neotrope's solutions use a proprietary technology called the Neotrope® ContextEngine™ (www.contextengine.com) to emulate the algorithms used by top search engines, and then optimize its client sites for higher "ranking potential." Further, using the ContextEngine system, very "high weight" sites link into the client site content, "in context" to help search engines find site content more effectively. No "trickery" or commercial SEO products are used in this process, as many strategies commonly used by inexperienced companies can result in being blocked from search engines.

Other recent DotSorcerer™ clients include S&R Network Consulting, Inc. (www.sr-network.com), Meritech, Inc. (www.meritech.com), and Big Kid Collectables (www.bigkidcollectables.com).

Neotrope originally began offering keyword optimization consulting as part of its web design and hosting offerings in March of 1995. These services became known as DotComMojo™ in 1997 and today include an entire suite of Internet marketing solutions. Hundreds of websites have achieved high rank positions using these services, and no other company has a comparable documented track record. Neotrope® was founded in 1983, and is the company formerly known as Mindset. The company is D&B Rated, and is a member of the BBBonline program.

Visit <http://www.dotcommojo.com> for more information, including success stories and ranking examples.

/Media Note: client interviews and examples available. /

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