

# **NEWS RELEASE.....**

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**FOR IMMEDIATE RELEASE**

## **Nicayla /Sobelco Announce the Launch of [www.sobelco.com](http://www.sobelco.com)**

**Southfield, Mich.**, February 12, 2003 – Sobelco announced the launch of their first generation website this week. Their new virtual headquarters incorporates recent advancements that have been made in web technology. Flash technology, dynamic content management for updating their properties, and a dynamic property showcase compliment the websites' clean appearance. The website will be maintained as a portal to distribute information about their company and properties.

### **About Sobelco**

Providing superior service has been the cornerstone of SobelCo and its' affiliated companies, American Construction and American Realty Corporation since 1958. The services encompassed by SobelCo include development, construction, leasing, management and ownership of commercial, retail and residential real estate. SobelCo's objective is to preserve and enhance the value of real property by achieving the maximum return on investment through attention to design, value engineering, homeowner/tenant relations and efficient management.

Visit <http://www.sobelco.com>.

### **About Nicayla Enterprises, Inc.**

Nicayla Enterprises, Inc. specializes in developing interactive web applications geared towards online customer relationship management. Nicayla's web-enabled "NIC Editor" provides small and mid-size companies cost effective content management. The development team adheres to strict software development processes and testing. Nicayla Enterprises, Inc. is the developer of BusinessDirectorySolutions – ([www.businessdirectorysolutions.com](http://www.businessdirectorysolutions.com)) and the eSavvy Online Marketing Suite™ ([www.esavvymarketing.com](http://www.esavvymarketing.com)) . Visit Nicayla's website at [www.nicayla.com](http://www.nicayla.com).

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