



For Immediate Release

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What's Scariest, Your Halloween Costume or Your Corporate Web Site?

RGM Communications 12-step recovery program for Web sites, calls for National Refresh Your Web Site Month

WYLIE, TEXAS—Oct. 31, 2008—Even on Halloween day, it's scary to admit the one thing that's older, scarier and more likely to wreak more havoc than any Boogie Man, lagoon monster or chainsaw-yielding maniac is an eternal, ubiquitous presence that haunts your company every day and every way: your corporate Web site.

In remembrance of the stale and the scary, the old and the weary, RGM Communications proclaims the next four weeks, Oct. 31-Nov. 30, as *National Refresh Your Web Site Month*.

"Companies across the nation are living with the horror of this obese online beasts that are literally living out of control, said Roy G. Miller, president of RGM Communications, based in Wylie, Texas, a north Dallas suburb. "What's needed is a 12-Step recovery program for ailing Web sites guiding the way. These next four weeks are a perfect time to evaluate and initiate your Web site refresh." RGM's 12-Step Recovery Program for Web sites is available at www.rgmcomms.com/26.html.

To encourage Refresh Reminders, RGM Communications invites Webmasters, site managers and others involved in the development and management of Web sites to visit, subscribe, comment and upload video insights at www.youtube.com/12steprefresh. Video postings may be "anything Web," from favorite sites and tools to stories of "Web projects from hell" or successes.

"This is a fun way to remind companies—especially those who don't have full-time Web or communications staff members—that this is the time before the holidays hit to refresh, revise or totally re-invent their Web presence for 2009," said Miller.

[RGM Communications](http://www.rgmcomms.com), based in Wylie, Texas, provides business-to-business marketing communications services. Services include media relations, analyst

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relations, employee communications, crisis communications and design/development and writing of brochures, blogs, Web sites, online newsletters, podcasts, videos and more. RGM provides communications services for clients, such as AECOM, Safety-Kleen, StateCE, Systems Source Inc., Tetra Point Fuels and VentureNet, among others. The company was founded by [Roy G. Miller](#), a 21-year communications veteran. He has worked for companies such as INFOMART, Micronyx and VHA Inc., and at two area PR agencies focused on business and technology accounts such as Aztec Systems, Fujitsu, iTKO, Women's Business Council-Southwest and Xterprise, among others. Miller also has served as president of the [International Association of Business Communicators/Dallas](#) and currently serves as the chapter's membership director. For more information, contact RGM Communications at info@rgmcomms.com, call Roy G. Miller at 903-422-5117, or visit the Web site, <http://www.rgmcomms.com>.