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PRAGMATIC MARKETING LAUNCHES NEW WEB SITE DEVELOPED BY DIGITAL DOGS

Improved Design and Back-End Administration Key for Site

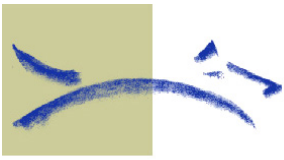
SCOTTSDALE, AZ. January 28, 2005 - Digital Dogs, a Scottsdale-based Internet technology company, today announced the launch of a new Web site for client Pragmatic Marketing, Inc. at <http://www.pragmaticmarketing.com>.

Pragmatic Marketing® provides product marketing training and consulting to high-tech firms by focusing on strategic, market-driven techniques. Since 1993, Pragmatic Marketing has trained over 30,000 technology product marketing professionals, and offers training programs specifically designed for dealing with all aspects of product marketing.

Craig Stull, founder of Pragmatic Marketing, wanted to update the company site in coordination with new corporate messaging. Kristyn Benmoussa, Pragmatic Marketing's Director of Operations, chose Digital Dogs as their technology partner, saying, "We needed to enhance our Web site to allow us to update the content, course calendars, and seminar registration information as quickly and as often as possible. Digital Dogs' dynamic site architecture and custom administration tools put that level of control in our hands."

Digital Dogs re-designed the user interface for the site in conjunction with Pragmatic Marketing's new corporate messaging, and re-architected the code base to deliver a dynamic and easy-to-update content-management system. The resulting site expands the capabilities of administrators working with PragmaticMarketing.com and the sister site at ProductMarketing.com, while uniting the code-base and content-base of both sites into one architecture.

"We thrilled with the new site," said Benmoussa. "And very excited about the new look and ease of navigation." Pragmatic Marketing launched their new site on January 28, 2005.



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About Digital Dogs, Inc.

Digital Dogs is an Arizona corporation providing personalized line-of-business solutions delivered over the Internet. Founded in 1998, Digital Dogs offers Web development, graphic design, Internet marketing, and custom programming services to companies of all sizes nationwide. Clients include Avnet, Cold Stone Creamery, Concord Eastridge, Dial Corporation, Hard Dollar Corporation, and Tadiran Telecom. For more information, please visit www.digitaldogs.com.

About Pragmatic Marketing

Pragmatic Marketing is the recognized expert in technology product management and marketing. Founded on a common-sense approach built from years of project management experience and best practices, Pragmatic Marketing has trained over 30,000 product managers and marketers since 1993. Attendees claim the product management seminars are the "best training they've ever received from the best instructors." For more information, please visit www.pragmaticmarketing.com.

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