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## United Way of America Selects PaperThin's CommonSpot For Multi-Site Content Management

**Boston, MA October 2, 2006** – PaperThin, Inc. a leading content management software vendor, today announced that United Way of America, the nation's largest private charity, will implement CommonSpot to increase brand consistency and manage Web content for multiple sites. The organization plans to standardize on a single content management solution to centralize the administration of its Web properties, while empowering non-technical users to easily manage content.

United Way of America serves a national network of more than 1,300 locally governed organizations, all of which share a common brand identity. Many of these organizations operate their own Web presence, relying on custom applications and static content. United Way of America will transition its various Web properties to CommonSpot to provide a streamlined experience for end users. This solution can be easily leveraged and extended to benefit interested local United Way organizations.

United Way of America selected CommonSpot because of its flexible architecture, ease of use, and ability to scale to meet the organization's growing needs. Brian Leamy, Vice President of Enterprise Strategy, United Way of America stated, "Standardizing on this content management solution will enable us to broaden communications, disseminate a uniform brand and message, and create a common and engaging experience for users. This solution can also be easily leveraged throughout our entire system."

Leamy continued, "We chose CommonSpot because its architecture favorably aligns with our technology infrastructure and United Way-centric applications. This will allow us to easily preserve items and seamlessly integrate them within multiple sites. CommonSpot also provides a high level of scalability, which will be critical to our global efforts," he concluded.

CommonSpot provides a number of key benefits to United Way of America, including the ability to:

- Maintain a core brand experience across United Way of America Web properties while bolstering communications.
- Provide local United Way organizations the opportunity to build and deploy a Web site and manage localized content.
- Provide both United Way of America and local United Way organizations the ability to replace custom applications with a robust solution that will reduce Web development and maintenance costs and empower non-technical users to manage content.

“CommonSpot is well suited to support The United Way of America’s organizational goals and initiatives,” said Bob Cellucci, senior vice president of sales and marketing for PaperThin, Inc. “The impending rollout of CommonSpot for its national Web site, its intranet/extranet, and also as an option for local United Way organizations, will strengthen donor relations, deliver a unified brand experience, and a consistent message. We’re very pleased to have been chosen to be part of this strategic initiative.”

#### **About PaperThin:**

PaperThin, Inc. is a privately held Massachusetts-based company. Since 1993, PaperThin has helped organizations in the corporate, government, education, healthcare, association and non-profit sectors, among others, to significantly reduce the time and expense involved in creating, updating, and managing Web content. PaperThin’s flagship product, CommonSpot™ Content Server, powers Internet, intranet and extranet sites worldwide for organizations of all sizes, including the AFL-CIO, Babson College, Cornell University, Mayo Clinic, National Park Service, Stanford University, The Gillette Company, Turner Sports (PGA.com), and Vanderbilt University. CommonSpot was named a “Trend-Setting Product of 2005 & 2006” by KMWorld and has been twice recognized for Good Value among leading content management vendors by industry analysts at CMS Watch. PaperThin was recognized as one of New England’s fastest growing technology companies in the 2004 & 2005 Deloitte Technology Fast 50, and was recently named to KMWorld’s list of “100 Companies that Matter in Knowledge Management.”

PaperThin’s select group of partners includes industry leading Web design and development firms, system integrators, software manufacturers, and training firms, worldwide. For more information about PaperThin, Inc., please visit <http://www.paperthin.com> and for additional details about CommonSpot Content Server, visit <http://www.paperthin.com/Products/Index.cfm>.

#### **About United Way:**

United Way is a national network of more than 1,300 locally governed organizations that work to create lasting positive changes in communities and people’s lives. Building on more than a century of service as the nation’s preeminent community-based fundraiser, United Way engages the community to identify the underlying causes of the most significant local issues, develops strategies and pulls together financial and human resources to address them, and measures the results. United Way of America is the national organization dedicated to leading the United Way movement. While local United Ways tackle issues based on local needs, common focus areas include helping children and youth succeed, improving access to health care, promoting self-sufficiency, and strengthening families. For more information about United Way, please visit: [www.unitedway.org](http://www.unitedway.org).