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Atkins Nutritionals Chose Crossbow
to help them *to get the job done on the web*

Atkins Nutritionals is a fast-growing international enterprise providing a broad range of foods, nutritional supplements and information products designed to serve the millions of consumers who have adopted the controlled carbohydrate lifestyle. With the tremendous growth of the business, Atkins has looked to the Web to promote its nutritional approach to health-conscious individuals in countries outside of the United States. In order to serve consumers in the United Kingdom and Australia, Atkins looked to Crossbow Media for a complete Web-based content management solution.

This is what **Tamara Richardson, SVP International** had to say about Crossbow Media:

"At Atkins Nutritionals we realize that time to market is essential to business success. We had significant challenges when we decided to market our products to the United Kingdom and Australia. To address these challenges, we selected Crossbow Media to provide a content management solution that was easy for our content managers to learn and use. Crossbow's solution helped us streamline the entire process.

**"I would strongly
recommend
Crossbow"**

Tamara Richardson
SVP International
Atkins Nutritionals

We presented our requirements to Crossbow Media and were impressed with their professional approach, capabilities, and fast turnaround, even given our aggressive time line. Atkins had a series of marketing needs such as our store search capability which required development of a complex custom application. Working with our staff, Crossbow Media's team of software developers was able to design a solution which used postal codes associated with global positioning coordinates to help our customers easily find the closest retail outlets.

Whatever the unique business challenge, Crossbow continuously delivered our solutions on time and within budget.

I would strongly recommend Crossbow Media to companies that require a simple approach to updating their Web site regularly and need a business partner they can work with as an extension of their own team.

Sincerely,
Tamara Richardson
SVP International
Atkins Nutritionals"