



### Faster Now— Slower Later

Denver Internet power users who have a need for more cable Internet speed can now subscribe to the UltraLink service, a new level of AT&T Broadband Internet. The UltraLink service is a faster cable Internet speed that will be offered in addition to the company's current service. The new tier will allow customers to surf at 3Mbps downstream and 384Kbps upstream for \$79.99 per month. UltraLink serves the higher bandwidth needs of consumers who have set up home networks, send or receive large files, or enjoy other bandwidth-intensive applications. Later this year, the company plans to try out a lower-speed tier of AT&T Broadband Internet service geared toward consumers who are looking

to upgrade from a dial-up connection and want the power of a constant broadband connection. More information is available at [www.attbroadband.com](http://www.attbroadband.com).

### Starbucks Online in Denver

Starbucks Coffee Company has launched the only large-scale market test of a new service that provides customers with the convenience of ordering and paying for their favorite beverages and pastries by using their phone or the Internet. Customers simply place their order via phone or the Starbucks Express Web site ([www.starbucks-express.com](http://www.starbucks-express.com)) about five minutes before arriving at their favorite store. Their pre-paid beverage will be ready upon arrival and waiting for them at the pick-up area with their name printed on the cup. Just

for signing up and trying the service, Starbucks will be offering a free first order. There is a 25-cent service fee for each order placed using Starbucks Express, which is available in more than 60 stores throughout metro-Denver, Boulder and Aurora.

### Online Press Kit Backgrounds the Media

Denver-based Absolutely Public Relations now offers an online press/media kit product. A sample five-page online press kit can be found at [www.online-presskit.com](http://www.online-presskit.com). APR offers online press kits from one to 20 pages in length. Customers have their own domain and may select an available name such as "mycompany-presskit.com." Each page has one JPEG or GIF graphic, written material (such as a news release, backgrounder, FAQ, etc.), and related internal and external links. An online press kit contains current factual information, specifically targeting the news media during a media relations campaign. It does not replace a company Web site, and is not specifically focused on promotion or e-commerce.

The online press kit gives editors and reporters the facts and information they need to write news copy.

### Catch4 for Small Fleets

Catch4 Technologies Inc., a Colorado-based company that provides integrated fleet-management technology products and services, introduced an integrated fleet-management software suite aimed at small- to mid-size fleets of five to 500 vehicles. Designed specifically to help small- to mid-size fleets more readily compete against larger operations, the software combines the functionality needed to run a fleet into one affordable software suite, including GPS tracking, logistics management, dispatch and online payment. The suite is designed to offer smaller fleets the economies of scale and operational efficiencies that previously were available only for large fleets that can afford expensive, enterprise-level software. Learn more at [www.catch4.com](http://www.catch4.com).

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