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World's Largest Internet Consulting Firm Honors Exceptional Website - www.food4africa.org

Internet Consultant Francois Muscat produces winning Product/Service website for 2006 WSI Web Awards.

Midrand, South Africa, September 28, 2006 --(PR.COM)-- Francois Muscat, a certified Internet Consultant with WSI (We Simplify the Internet) has been honored at the first annual WSI Web Awards at WSI's Excellence and Innovation Conference in Las Vegas, Nevada. Francois was responsible for developing the winning website in the category of Best Product Showcase for the 2006 Web Awards, www.food4africa.org.

The Best Product Showcase award was given to www.food4africa.org, built by WSI Consultant Francois Muscat and the WSI e-Marketplace Production Center GWS for Gordon Minottt of Food4Africa. The site showcases Food4Africa's efforts to provide nutritious meals for children in Africa. For less than \$3 USD donation per month a child can be fed two nutritious meals a day for a month. This site, whose purpose is to help visitors better understand seriousness of the malnutrition problem in Africa and give them an opportunity to help, won the award based on its clear and effective demonstration of their service focus.

Francois states, "It's a pleasure working with Gordon on the Food4Africa project. We meet monthly to discuss progress with regards to driving targeted traffic to the website, and have steadily increased website visitors and donations for this good cause."

Serving businesses in South Africa, Francois is helping local businesses develop an effective online presence by providing leading edge, robust, scalable and affordable Internet solutions. Francois assesses clients' business needs and opportunities by using WSI's patent pending Lifecycle™ System, an Internet solutions delivery framework. The client's Internet Solution is then customized through personal consultation on design, functionality, hosting options, online traffic optimization, site registration and Internet marketing support - to both reduce business overhead and increase the customer's return on investment. A WSI solution is designed to draw qualified traffic to a website leading to more customer conversions online. For the Food4Africa website, converting more visitors means feeding more needy children nutritious meals every day.

Over 2 million children in South Africa and more than 12 million children in Sub-Sahara Africa have been orphaned by HIV/AIDS. At present Food4Africa have identified over 520,000 desperate and vulnerable children in South Africa that are in dyer need of food. The Food4Africa organization is currently able to feed 13,800 children every day and assist an additional 1200 terminally ill adults.



"Francois, his team and WSI have been an enormous asset to Food4Africa in providing us initially with a complete Web package and then ongoing support that has enhanced our website. The increase in traffic that has resulted from the ongoing search engine optimizations has been a major contributor to attracting donors to our site," stated Gordon Minott.

WSI introduced the WSI Web Awards to showcase the very best of thousands sites of the Internet solutions created each year by WSI Consultants in their local markets around the world. Several thousand sites were submitted by Consultants to be considered for the 2006 WSI Web Awards. Each site was scored and ranked by a global team of Consultant site auditors who evaluated and short listed the top sites, resulting in the list of forty-eight WSI Web Awards finalists. Sites were then voted on by the global community of 1500 plus WSI Consultants to determine the winners of the 4 categories, including Best Industry Application, Best Product Showcase, Creative Excellence, and Best Overall Website.

About WSI:

Through its network of over 1500 offices in 87 countries, WSI delivers thousands of e-Business solutions to small and medium sized businesses annually. Headquartered in Toronto, Canada, WSI provides affordable Internet related services and technologies that deliver maximum return on investment for businesses. As the world leader in providing profitable Internet solutions to SMEs, making information accessible for all via the Internet is an essential component of our offering. For more information on how you can become part of the WSI global network of local Internet consultancy offices, please visit www.wsimarketing.com.

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For more information on WSI, please contact Francois Muscat at (27) 82 809 5655, via email at francois@wsiuniquewebdesign.co.za, or visit www.wsiuniquewebdesign.co.za.

For information on the WSI Web Awards, please contact Heather Bischoop at 905-678-7588 x1220, via email at hbischoop@wsicorporate.com or visit <http://www.wsiconsultants.com/webawards.asp>.

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