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**tridia™**



**MENTALPIRACYGROUP**

**Mental Piracy Group Tapped as Advertising Agency to Redesign the Tridia Corporations Online Support Center Portal.**

Marietta, GA – October 20, 2008 – Tridia Corporation, has hired the Mental Piracy Group to redesign its Online Support Center Portal. Tridia's Online Support Center was due for a much needed overhaul in form and function. Two teams would work in conjunction with one another amongst a very tight deadline. The Mental Piracy Group was hired to leverage its established extensive marketing & advertising knowledge in brand identities, SEO best practices, and overall understanding of practical business objectives – all the while creating and establishing a strong brand identity.

Mental Piracy is the brainchild of Jay Matthews, a long-time left-and-right brain thinker, whose portfolio boasts of advertising powerhouses like Grey Advertising and the Microsoft Corporation. *“Working with Jay is like a breath-of-fresh air,”* says Tridia's Marketing Director, Eunice C. Kipte-Balangue. *“He takes the time to listen and delivers. I have no doubt that with his agencies collaboration the Tridia Corporation presence and brand will gain the visibility we are looking for. Bottom line is we need an agency to produce results and the Mental Piracy Group does just that”*

**About Tridia Corporation**

Founded in 1987, Tridia has been the market leader in Linux, UNIX and Windows Remote Control Access Software Solutions for almost two decades. In 2004, Tridia launched iTivity, the first self-hosted software solution for Linux, UNIX, and Windows remote support. iTivity lets IT Solution Providers standardize on a single, secure, affordable solution for accessing and supporting virtually every customer system. As a result, these companies can enjoy previously unattainable levels of efficiency, productivity and customer satisfaction.

For more information visit [www.tridia.com](http://www.tridia.com).

**Contact:**

Eunice C. Kipte-Balangue  
[eunice.balangue@tridia.com](mailto:eunice.balangue@tridia.com)  
Office: 678.269.1115

Tridia Corporation  
1355 Terrell Mill Rd  
Building 1482, Suite 100  
Marietta, GA 30067 USA  
[www.tridia.com](http://www.tridia.com)

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