



G E T N O T I C E D

PRESS RELEASE

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Chic Meets Geek: XT+M Takes Drupal Couture

XT+M and top Canadian Fashion Designer Kendra Francis Launch iamfranke.com

Toronto, ON, Dec. 9, 2009 – Today, [XT+M Inc.](#) with top Canadian fashion designer and Project Runway Canada contestant Kendra Francis launch [iamfranke.com](#), a highly fashionable AND highly functional, transactional website built in the open source Content Management System Drupal.

“We are honored to support Kendra in capturing the essence of her beautiful designs online,” said [Marilyn Schaffer, President & CEO, XT+M](#). “Typically, the default for many highly design-oriented websites is to build them in Flash. However, XT+M’s approach is creating online properties that are dynamic, manageable by the client, and search engine friendly.”

“Though we work with many Content Management Systems in php and .net, Drupal is one of our favorites,” said [Tonja Terterian, VP, Technology, XT+M](#). “We choose Drupal for many website builds for its flexibility, integration of best practice SEO, and end-user friendly interface.”

Kendra’s vision transcends with a web solution that allows her creativity to continuously grow, “XT+M knew what I was looking for right away, they got it. Collaboratively they worked well with me and we seamlessly worked together and brought my vision to life,” said Kendra.

XT+M integrated a shopping cart function enabling [FRANKE](#) customers to do more than gaze. In the coming months followers will be offered a growing portfolio of the FRANKE ready-to-wear line, part of the L.A.B line as well as a new spring line of high-fashion pieces .

The online catalogues “[Lookbooks](#)” are managed by Francis, consistently updated with all the latest FRANKE has to offer. “Fashion is constantly changing every week, every month; I am constantly creating every day, every week. Now I have a site that gives me control, to keep information fresh and relevant independently,” said Kendra.

[XT+M Inc.](#), is a technology-driven marketing agency, skilled at facilitating clients through a proprietary process that defines their differentiators and their business objectives. On determination of the ‘secret sauce,’ we fuse traditional, best practice communications with innovative technology mediums including web, search engine marketing, search engine optimization, public relations, advertising and marketing communications.

[XT+M’s clients](#) include BioExx, ByUs News, Heart&Stroke Foundation, Health Check, CHSS Data Center, Humber College, Ivvara, Literacy San Antonio, Medworxx, Trapeze Group, Vertigo Displays, and WoodGreen Community Services.

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