

AMC Infomediarities opens its portal

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AMC Infomediarities, Inc. is delighted to announce its launch today. AMC Infomediarities, Inc. is now tasked with guiding the ecommerce activities of the Aleff Group.

AMC Infomediarities is led out of Atlanta by Mike Castronovo, as President and CEO. Mike brings many years experience in Financial Services, Healthcare and Government institutions to his role. He has also provided leadership to a number of startup groups and is no stranger to innovation in business.

"In appointing Mike Castronovo to this important position," said Aleff Group CEO, Dr. Malika Moussaid, "we are expressing our confidence both in him and in the web as a business instrument, especially for knowledge-driven organizations. People need not just access to scientific information of the highest quality, like our FMD website, they also need skilled guidance in its use. That is where AMC Infomediarities comes in. You can trust what you learn from us, as you can trust us as "Infomediarities" to help you use that learning well. We predict the Infomediarities marketplace will be one of the few durable aspects of the internet revolution."

AMC Infomediarities, Inc is a member of the Aleff Group. The Aleff Group is a federation of privately held companies with a common vision and an integrated management structure. It is operational in Europe and North America and has associates in Africa and the Middle East. Established in 1992 with support from the European Commission, it is now equally active in consulting and multimedia and web development on both sides of the Atlantic, with established offices in London and Tallahassee.

AMC Infomediarities is responsible for selling the Aleff Group's knowledge products online, identifying and managing opportunities for customized programs and consulting services, and providing solutions for enhancing the performance of web based businesses in knowledge driven organizations.

The company is located in Atlanta GA because of its excellent strategic location and its role as hub in financial services, media and life-science-based businesses.

The Aleff Group has decided to enter the Infomediarities market following the recent success of its web site dedicated to Foot and Mouth Disease (www.aleffgroup.com/avisfmd). This site has had over six million visitors and over five million downloads since late February 2001. Despite a general downturn in web-based business, AleffGroup has bucked the trend and experienced strong growth in 2001 across the range of its products.

For more information contact AMC Infomediarities, Inc 770-955-8085

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