



For Immediate Release

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## Complete Renewal of Afia's Homepage

A More Professional Look to Cater to Corporate Clients

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Tokyo, Japan (4/6/2005) – **Afia Corporation** announced it had completed the renewal of its homepage (English home: [http://www.afia.jp/index\\_e.htm](http://www.afia.jp/index_e.htm)).

This marks the first complete renewal of the Afia homepage since July 2003. The renewal was implemented in order to achieve a more professional look to improve Afia's impression to corporate clients, in light of the rapid expansion of its corporate consulting practice.

According to research conducted through interviews, requests to web designers and the company blog, the most common critiques to the homepage prior to this renewal was that it was "unprofessional" and that it took "too long to load" each page.

Various improvements were made to the homepage to address these issues, such as:

- Changing the overall template and reducing font size for a more professional look
- An emphasis on Afia's company color, forest green, and a reduction in warmer colors
- Reducing the width to fit on A4-size paper when printing
- The use of a Cascading Style Sheet (CSS) to create a uniform page layout
- Eliminating unneeded graphics to reduce file size and shorten time required to load
- Using the PDF format for press releases and financial reporting

The design and the renewal work were done by President and CEO Tak Okamoto, to best reflect the spirit of Afia and its dedication to excellence and to its clients.

As the next step, Afia plans to revise the descriptions of service offerings to reflect the change in operational focus over the past fiscal year.

### About Afia Corporation

Afia Corporation ([http://www.afia.jp/index\\_e.htm](http://www.afia.jp/index_e.htm)) is an integrated services firm based in Tokyo, Japan. Afia provides Japanese market entry consulting services to companies in various industries worldwide, as well as management and financial consulting services to Japanese corporations. Afia's mission is to empower corporate and individual clients to achieve new heights such that they may realize their full potential.

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