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WESTCHESTER WEB DEVELOPMENT FIRM GETS A LESSON IN HIGH FASHION FROM MARIE CLAIRE

White Plains, NY - February 24, 2006 - Reflexions Data, LLC is proud to announce the recent launch of Marie Claire Magazine's annual Haute Shopping Rewards website. "Haute Shopping" is a shopping rewards program for Marie Claire readers that showcases products from participating Marie Claire advertisers.

Reflexions Data was chosen to develop the Haute Shopping portal site at HauteShopping.com, which serves as the interface to readers who join the program and provides core functionality to members including monthly featured products, account services and a means to redeem "points" earned in the program for advertiser products. Reflexions Data also developed the administrative tools necessary for Marie Claire staff to manage various aspects of the program.

HauteShopping.com was launched on February 1, 2006 and Reflexions Data will provide ongoing development and support during the course of the Haute Shopping production lifecycle.

Reflexions Data is a software development and IT consulting firm specializing in professional custom application development for the web. Founded in 1999 and based in White Plains, NY, Reflexions Data delivers web development solutions for clients locally and throughout the world. Reflexions Data provides reliable, cost-competitive web development services to meet the emerging need for custom applications using a variety of open source technologies. The result: Reflexions Data is able to deliver robust, innovative web solutions with a unique combination of reliability and value.

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