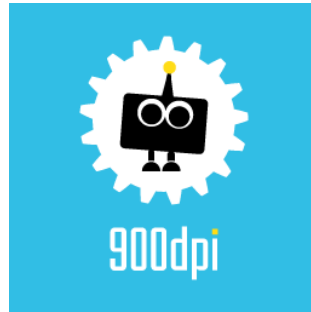**Contact: Abby Larner,** hi@900dpi.com, (434) 774-8041

Blog faster, blog smarter with NEW 900dpi-powered blogging platform

MADSION, WI – July 16, 2014 –Founders of 900dpi, the leading fully intuitive website content management system, unveiled today what's sure to be a tour de force feature for small businesses and website designers: an easy-to-use, easy-to-implement blog CMS.

Using nothing more than a (freshly updated) toolbar and straightforward editing box, users are able to add dynamic blog content including images, videos, lists, links and more. The tool provides all the functionality of more complicated blogging applications, but does so in a simple, fun-to-use 900dpi package.

Aaron Larner, co-founder of 900dpi, said the blog addition was a natural progression for 900dpi, as he and his team continue to search out new ways to best serve their enthusiastic users, many of which are freelance web designers.

"When we envisioned what blogging would look like on 900dpi, we knew it had to be incredibly simple to implement while still giving designers full control over the look and feel of their designs," Larner said. "At the same time we needed to empower designers with enough functionality so that when they went to pitch a client, it would help them land the job. I think we've accomplished that."

Blogging has quickly emerged as one of the foremost tools in customer acquisition and retention for small businesses. The average small business blog garners a 55% lift in site traffic, and as many as 31% of consumers make purchasing decisions based on blogs, according to HubSpot.com. However, complicated dashboards, confusing plugins and timely implementation were keeping many small businesses from utilizing the powerful marketing tool. 900dpi has solved that problem, Larner said, as users will need only one uncomplicated toolbar to manage all of the content on both their website and blog.

In addition to the innovative client-facing CMS, 900dpi provides forms and includes, hosting services and superior customer support, information and inspiration for web designers.

###