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HOUSTON BALLET LAUNCHES NEWLY REDESIGNED WEBSITE

HOUSTON, TEXAS [September 2016] — Houston Ballet launches a redesigned website following the September opening of its 47th season. The new Houston Ballet website is the latest step to help redefine Houston Ballet's official brand. The online site shares the same domain as the previous site but has an entirely different look and feel, highlighting the company's current brand identity and offering twenty-first century features that are visually engaging and user-friendly.

"We're pleased to present the fully redesigned houstonballet.org which will now act as a world-class, innovative, customer-centric online experience that serves all facets of Houston Ballet," said Director of Marketing and Public Relations, Christian Brown.

Houston Ballet's official website was first introduced at the start of 2000 and has since undergone several slight visual modifications. This redesign marks the first all-encompassing transformation to the site. The main motivation for redesigning the website occurred as a response to the new logo which was introduced in 2015 in collaboration with international design firm, Pentagram. As of 2015, over 80% of Houston Ballet's ticket sales have come from houstonballet.org, as well as a large percentage of Academy enrollment and donations to the company.

The new immersive online audience experience begins at the homepage. On the redesigned website a full-screen video on a silenced loop will be the first feature to greet visitors. The reformatted navigation bar at the top of the website now focuses on four user-friendly main options: Season & Tickets, Plan Your Visit, About, Explore. And keeping twenty-first century viewing methods in mind, the Houston Ballet website is now designed to automatically collapse and expand to fit the screen dimensions of various tablets, cell phones, and computer screens, eliminating the need for individual applications suited to each device.

Along with several departmental staff members at Houston Ballet, Adage Technologies has been an integral part in the process of redesigning Houston Ballet's website. This Chicago-based software company, founded in 2001 by current Adage President Roy Chomko, specializes in helping organizations customize and streamline their online sites.

"It has been a pleasure working with the Houston Ballet team to bring the vision for a new immersive, informative, and inviting website to life," writes a representative of Adage. "We're excited for supporters and site visitors to interact with the organization on this new platform that showcases the world-class art that Houston Ballet brings to its community."

ABOUT HOUSTON BALLET

Adage Technologies was founded in 2001 in Chicago as a web and custom software company, the second development company founded by its President, Roy Chomko. In the years since their founding, they've shifted to focus exclusively on web design and development. As their creative team has grown, however, they've maintained the commitment to quality technical development that has always been central to their roots as a software company. Over their 15 years in business, they've outlined a powerful five step process for their website design and development. In 2005, they began building websites using the Ektron content management system, which they

used as their primary platform until becoming one of the first North American Episerver Partners in 2009. Since then, Episerver has powered some of their most celebrated ecommerce websites, including the 2015 Episerver B2C Site of the Year for the Metropolitan Opera. Around the same time, they began work on their revolutionary Tessitura integration solution, ACE Platform, which would lead them to becoming the leading American Tessitura integration partner. Through their work with leading associations, including the American Academy of Pediatrics, they've also become a trusted partner for a number of association management systems, including Abila netFORUM. Today, they continue to grow as they remain committed to helping their client solve unique ecommerce challenges. They've been identified as a Fortune 5000 Fastest Growing Company three of the last four years and they continue to expand their resources, including adding their first satellite office in Birmingham, Alabama in 2016. For more information on Adage Technologies visit <http://www.adagetechologies.com/>.

For more information on Houston Ballet, visit www.houstonballet.org.

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