

**PRESS RELEASE**

## **BARBRI Selects FirstSpirit CMS to Drive Major Website Redesign**

**Leading legal education service focuses on improving operational efficiency, high-availability during critical periods, enhancing user experience**

**Boston, April 02, 2014** – e-Spirit Inc., a leading supplier of content management solutions, today announced that BARBRI, Inc. has selected the FirstSpirit content management system as the basis for a comprehensive redesign of its website to further improve customer experience and support anticipated growth requirements. BARBRI is the nation’s preeminent legal education company and has helped more than 1 million lawyers pass the bar exam.

Since the launch of its first website in 1995, BARBRI has continued to offer more and more of its course content and services online to the point where the website is now central to its business. Particularly during critical pre-testing periods, website availability is critical. Therefore, when it came to selecting its first Web CMS solution to replace an internally developed system, high availability and performance were high on the list of requirements. BARBRI also needed a CMS with the flexibility to support its evolving mix of services and online content delivery models.

To ensure website availability, BARBRI maintains two fully redundant data centers with rapid fail-over capability. “We needed to have a Web content management solution as robust and reliable as our data centers,” said Mark Kaplan, Director of IT Infrastructure for BARBRI. “We evaluated several alternatives before making our selection and in the end it was clear that FirstSpirit was best equipped to help us increase operational efficiency, ensure reliable operation, and provide an exceptional experience for our users and content creation teams.”

The first phase of the website rollout around FirstSpirit is anticipated for June for a redesigned front-end. Additional enhancements such as increased personalization and back end upgrades will take place over the next two years. Founded in 1967, BARBRI is headquartered in Dallas with offices throughout the United States. The site is located at <http://www.BARBRI.com>.

“BARBRI has an impressive vision for what it wants accomplish with its website coupled with stringent requirements for performance and reliability,” said Robert Bredlau, Chief Operating Officer for e-Spirit Inc. “FirstSpirit is well-suited to fulfilling these requirement given our strong track of supporting numerous large-scale websites while helping our customers lower ongoing infrastructure and maintenance costs.”

**About e-Spirit**

e-Spirit is the manufacturer of the FirstSpirit<sup>™</sup> content management system. Companies in all areas of business rely on FirstSpirit to help them deliver a powerful online presence that leads to a healthy bottom line. User-friendly and intuitive to use, FirstSpirit provides solutions for creating, managing and publishing content, regardless of where it resides—on corporate websites, online stores, enterprise portals, intranets or extranets. Founded in 1999, e-Spirit operates in 13 locations in the United States and Europe. Clients include Speedo, Airbus, BASF, Bosch, Commerzbank, Airbus, KLM, Olympus, Berghaus and MAN.

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