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## **CONTRACT WEB DEVELOPMENT'S LATEST DEVELOPMENT: "LinkTh.at" New Web Service Provides Short and Easy to Remember URLs for Social Media**

**Winston-Salem, NC (August 9, 2009)** Winston-Salem based Contract Web Development, Inc. (CWD) has created "LinkTh.at" - a new service that creates free, shortened URLs (URL shortcuts) for linking to websites to use via social networking. CWD's owner Alex Schenker wanted to create a URL shortcut service that would separate itself from the crowd with its easy to remember name and simple, uncluttered layout.

To use LinkTh.at a user simply cuts and pastes a long URL (example.com/long-directory/boy-is-this-a-long-url) into the site <http://www.LinkTh.at> and a shortcut URL (LinkTh.at/abc) is made, which users can then use in place of the long link when linking on services such as Twitter that enforce a character limit. The links created on LinkTh.at are permanently stored on a secure dedicated server that is backed up and maintained so that users of the site never lose their LinkTh.at links. If a user enters a link that already exists, the existing LinkTh.at shortcut URL will be shown. This ensures that each link has its own dedicated LinkTh.at URL.

"We are excited about the possibilities of this new service to help social media, such as Twitter, take full advantage of their limited character space" says Schenker. "Compared to competing websites, LinkTh.at provides a name that's both intuitive and easy to remember, as well as a clean and uncluttered layout that favors simplicity over bells and whistles. LinkTh.at is about creating URL shortcuts, nothing more." Schenker sees great potential with LinkTh.at and hopes to enhance the site's functionality based on user feedback, while always maintaining the simple, "easy on the eyes" layout. "We are constantly thinking of ways to improve the web experience and will look to LinkTh.at's community to help us create the most beneficial URL shortening website out there."

### **About Contract Web Development, Inc.**

Contract Web Development, Inc. (CWD) was founded in 2004 by Alex Schenker and has quickly turned into a successful web development business, specializing in Search Marketing and Content Management Systems. Alex has ten years experience working as a web developer. He has a unique mix of talents in web development and business which is founded in his education.

Alex holds two degrees - one in Computer Science from the New Jersey Institute of Technology and a second in Management Science from the University of California at San Diego. Alex grew up in Zurich, Switzerland and Los Angeles, CA but currently lives happily in Winston Salem, NC with his wife and their two dogs, Domino (Dalmatian) and Storm (Black Lab).

Have a question about LinkTh.at? Contact Contract Web Development, Inc. at 336-293-8861 or [LinkThat@CWDNow.com](mailto:LinkThat@CWDNow.com).

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