



software & web solutions

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Birmingham Company Teams up with Top Chef Alum

WASHINGTON, July 7 2010 - Bravo TV and Top Chef Season 4 alum, Spike Mendelsohn, continues his foray into American cuisine with the launch of D.C.'s newest pizzeria, We, the Pizza. Two years ago, Mendelsohn launched the successful Good Stuff Eatery, a stylish twist on burgers, shakes and fries. We, the Pizza aims to be something of a revelation, reflecting Spike's vision of what fresh, unique and fun pizza should be.

For the restaurant's website, Mendelsohn teamed up with Birmingham, AL-based web firm ASI. "The roots of our software company are in the automobile industry," says ASI's V.P. and Senior Developer Mike Strong. "For years our only clients were General Motors and Isuzu of America, but in 2009 we began to see great opportunities with clients ranging from churches to boutique retail shops and now restaurants."

Since beginning in business web development, ASI has completed over 25 client sites but Lead Web Developer Michael Thomas says it's not about the quantity. "There are many small firms that will slap your logo on a template and show you the door. That's not what we're about. We listen, and then listen some more. Our development process is designed to be collaborative and involve our clients as much as they desire."

In an industry where creativity is often muted in favor of flash and distractions, ASI delivered a site that is as unique as the restaurant without sacrificing usability and simplicity. "We see web development as digital storytelling," says V.P. and Marketing Director Gary Adams. "Everyone has a story to tell, and the story is usually so compelling that they've gone into business in order to share it. Our job is to get out of the way and let people see a company for who they are: passionate, driven, and talented."

To visit We, the Pizza, go to <http://wethepizza.com> or visit the location at 305 Pennsylvania Ave. SE, Washington DC 20003.

ASI, based in Birmingham, AL has been offering software and web solutions for over a decade. Their services include web and application development, branding, design services, consultation and more.

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