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FOR IMMEDIATE RELEASE:

INTERNET SITE GIVEN HIGH ACHIEVEMENT RANKING

CHARLESTON -- Eastern Illinois University faculty member Brett Bensley decided to create a site on the World Wide Web in 1991 to provide information on his childhood hobby -- kaleidoscopes.

His site has come a long way since that time, as it recently received a "3-star ranking" award from The McKinley Group, a professional editorial team that reviews about 1.5 million web sites to recognize hard work.

Bensley said he was surprised when he was notified of the honor.

"I just did it for the heck of it," said Bensley, a microcomputer software specialist in the Lumpkin College of Business and Applied Sciences. "I have never seen anything about kaleidoscopes on the web, so I thought it would be a good idea to start a site about them."

The site, according to Bensley, contains information on a variety of kaleidoscope-related topics. Among those are information about how to build a kaleidoscope, several artists who make kaleidoscopes, stores that sell kaleidoscopes and

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general information about how kaleidoscopes work. Bensley himself sells kaleidoscopes, putting his handiwork on the market at Charleston's Jackson Gallery, 510 Sixth St.

The McKinley Group judged Bensley's web site on three primary factors: depth of information contained, ease of exploration of the site and general appeal to Internet enthusiasts.

"It indicates there are enough people who like my site," Bensley said. "It feels good that people are finding it a value and getting the information they are looking for."

Bensley added it is impossible to tell how many people log on to his web site every day, although he theorized it has probably doubled since it began.

"All the time I've been getting more and more responses from people about the site -- kaleidoscope stores that are opening or closing, new books or artists and even suggestions about my page and what I can do or add to make it better," he said.

"I get 20 to 30 e-mail messages per month, and most people don't even send messages to the site they log on to," Bensley added.

Bensley's web address is <http://www.eiu.edu/ac/busi/lum/kr.html>.