FOR IMMEDIATE RELEASE

**Lodestar Announces the Release of SEO MASTER Express,
a DIY Style On-Page SEO Tuning Software that Provides Instant Analysis
and Recommendations on How to Improve Webpage Search Rankings**

**"Designed for Windows and Mac users, SEO MASTER Express provides you with the
detailed recommendations and varieties of SEO tools to quickly and easily perform
professional quality analysis of your web pages."**

Victoria, British Columbia – May 13, 2013 – LODESTAR COMMUNICATIONS is pleased to announce the English language release of SEO MASTER Express, a Do-It-Yourself style On-Page SEO tuning software application that has been designed for users who run and maintain their own websites.

Search Engine Optimization, also known as SEO, is a technique and strategy that determines how and where certain webpages will appear organically or naturally, in unpaid search engine results. Well optimized webpages will appear at the top or higher in the search engine results list compared to lower or non-optimized webpages. SEO is an important component for any website owner who wants to increase the visibility and visitor traffic to the webpage. Unfortunately, understanding the various strategies, techniques, and tactics around SEO can be very confusing and overwhelming for website owners with little to no knowledge about SEO. SEO MASTER Express has been designed to meet the needs of this market because it is the most efficient and cost-effective solution for website owners who prefer to maintain the On-Page SEO of their website in-house rather than incurring additional costs and expenses by relying on specialists or outsourcing the task to SEO companies.

SEO MASTER Express is a simple and easy to use software application that analyzes how well the webpages are optimized for search engines. By simply following the detailed recommendations that are provided and displayed on screen by SEO MASTER Express, users can apply professional quality changes and optimize the webpages for improved and higher ranking search engine results. The technology behind SEO MASTER Express also implements automatic updates to ensure that any recommended changes provided by
SEO MASTER Express will take into account any changes to search engine algorithms.

"While there are number of Off-Page SEO tuning software, we have developed a SEO tuning software that specializes in On-Page SEO tuning for both Windows and Mac users", states Shinjiro Fujii, CEO of Axis Inc., the software development company of SEO MASTER Express. "We are honored to introduce our product as one of the most innovative technologies from Japan to the users in North America", states Fujii.

SEO MASTER Express is created by Japanese developer, Axis Inc., and distributed by Allegro Marketing Inc. in Japan. SEO MASTER Express received the "Enterprise Award" at Adobe's annual AIR Contest (Adobe AIR Contest) in 2011.

For more information about the features of SEO MASTER Express and the North American launch promotion, please visit http://seomasterweb.com.

About Axis Inc.
Founded in Sapporo, Japan in 2005, Axis Inc. develops an award winning in-house style SEO software "SEO MASTER" while providing the pay-per-performance style SEO services to Japanese clients.

About Allegro Marketing Inc.
Allegro Marketing Inc. is a manufacturer/publisher who markets and distributes PC software including SEO MASTER in Japan through retail stores, online downloads, OEM sales, and educational seminars where promote the in-house SEO.

About LODESTAR COMMUNICATIONS LTD.
Founded in Victoria, Canada, LODESTAR provides a flexible B2B E-commerce Solution that allows clients from all over the world to maximize their revenues by expanding their business and brand appearance in the targeted region while reducing fixed operational costs. It is perfect for the clients who are looking for a particular service, such as online store creation, design service, localization service, strategic local marketing and PR services, customer service, and logistical services of physical products.

SEO MASTER products can be found online at http://seomasterweb.com, on Twitter at @SEOMASTERStore and on Facebook at www.facebook.com/SEOMASTERStore.

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Web: http://seomasterweb.com/support/cs

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