



LeFile.com -- Ford, Firestone, Online Pressrooms headline Current Issue

LeFile.com sees improvement in Ford web site disclosure while also commenting on other web-usability issues.

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June 22, 2001 -- Ford and Firestone "swear in" on their web sites with the full text of their congressional testimony, racing to a tie to see who would post the disclosures first, reports LeFile.com in its current edition.

LeFile comments on best usability practices of corporate web sites, including public relations, investor relations, design and writing.

Monitoring the Ford-Firestone tire-recall issue since last year, LeFile noted that both companies were swift to post on their web sites the testimony delivered to a Congressional hearing committee June 19. "Ford has improved in its web-site disclosures about the tire issue, while Firestone has used the web to announce its statements all along," said William Dupuy, LeFile's president and editor.

Among other features in its current edition, LeFile discusses the use of online pressrooms by companies and the use of the corporate web site by reporters to find information when it is difficult to reach company officials by telephone.

More at <http://lefile.com>.

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