



FOR IMMEDIATE RELEASE

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Launch Interactive Hires Senior Web Developer

(Virginia Beach, VA) – Launch Interactive, a full-service interactive agency headquartered in Virginia Beach, recently announced the addition of Alan McCoy as senior web developer.

McCoy will be responsible for developing web-based applications and providing data management to Launch Interactive's growing roster of clients. Previously, McCoy was senior web developer at Hampton University, where he developed applications to support the university's programs and activities, as well as workflow management tools for the rest of the university web site staff. Prior to that, he was a developer with Old Dominion University's Center for Advanced Engineering Environments, where he performed project work on proof-of-concept applications for NASA Langley Research Center.

McCoy holds a bachelor's degree from East Carolina University.

About Launch Interactive

Launch Interactive, a division of Meridian Group, is an Internet marketing firm that specializes in building branded user experiences on the Web for businesses. Launch builds engaging, results oriented Web sites, landing pages, email-marketing programs, online advertising campaigns, search engine-marketing strategies and social marketing programs that help its clients meet their business goals. For more information, visit launchint.com.

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