



FOR IMMEDIATE RELEASE
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Launch Interactive Selected to Redesign Haynes Furniture Website

(Virginia Beach, VA) Launch Interactive, a full-service interactive agency, has been contracted by Haynes Furniture to redesign the style and usability of their website. The site is scheduled to launch later this fall.

Haynes Furniture, headquartered in Virginia Beach, chose Launch Interactive to meet their need for an updated, visually appealing, user-friendly site that would help attract more customers to their stores in Virginia and North Carolina.

The goal of the redesign is to provide a more contemporary, up-to-date website that allows customers to easily browse furniture and provides a sophisticated backend Content Management System so the Haynes webmaster can keep the site current and aligned with the advertising campaigns.

“We didn’t want the average template approach to web design that some web firms offer. With Launch Interactive, we look forward to a product that reflects the professional, sophisticated spirit of Haynes,” said Randi Strelitz of Haynes Furniture Company, Inc.

Launch Interactive will take a custom approach, considering the needs of both Haynes customers and Haynes employees. Haynes customers will soon be browsing furniture through an intuitive gallery, organized by room-type and style, and they’ll be getting to stores easily with the store locator.

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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