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### **Launch Interactive Selected to Redesign Wyndham Orlando Resort Website**

(Virginia Beach, VA)--- Launch Interactive, a full-service interactive agency, has been contracted by the Wyndham Orlando Resort in Orlando, Fla. to redesign the style and usability of their website and create a social marketing outreach program. The site is scheduled to launch in first quarter 2011.

“The design of the new Wyndham Orlando Resort website will be more inviting and will be enriched with Florida resort flavor, creating the ambience of a tropical oasis in the middle of Orlando,” said Elizabeth Lester, president of Launch Interactive.

In addition, Launch Interactive will create a social marketing outreach program for the Wyndham Orlando Resort with a custom blog and links to their social networking sites.

“We’re excited about our new website and implementing our social marketing outreach program,” said Verdell Eckberg of Wyndham Resort Orlando. “The look and feel of it will represent our brand and help guests see all we have to offer. We look forward to interacting with guests through our social media platform.”

#### **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](http://launchint.com).

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