



MERIDIAN
GROUP

FOR IMMEDIATE RELEASE

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Meridian Group and Launch Interactive Honored with Local Advertising Awards

Beach Agency Honored with Gold and Silver ADDYs®

Virginia Beach, Va.— The Meridian Group-Marketing Communications and its interactive division, Launch Interactive, were awarded one Gold and three Silver ADDYs® at last month's 2009 regional ADDY® Award competition hosted by the American Advertising Federation of Hampton Roads (AAFHR).

Meridian Group received a gold ADDY® for the national non-profit organization Wounded Warrior Project's Combined Federal Campaign, which encouraged donations from federal employees via their pay checks.

Launch Interactive's ADDYs® included silver awards for:

- Micro or Mini Site category for Cancun based Le Blanc Spa Resort (www.leblancglamorouslife.com)
- Consumer Flash for sport fishing community, Rivers Edge (www.fishntheedge.com)
- Mixed Media Campaign Advertising Industry Self Promotion for their holiday greeting "Shameless Regifting" Website (www.shamelessregifting.com)

With more than 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry.

About Meridian Group

Meridian Group-Marketing Communications, one of the fastest growing agencies on the East Coast with offices in Virginia, Florida, and New York, specializes in consumer and business-to-business accounts in the financial services, travel and tourism, multi-outlet retail, real estate and industrial/corporate sectors.

The agency has grown from two to more than 50 employees since its establishment in 1980 and has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Bon Secours, Grand Furniture, Kiawah Island and Palace Resorts.

Providing comprehensive marketing solutions to clients across the globe, Meridian Group operates under "the Why? Philosophy," an exclusive six-step process designed to uncover the core issues of most communications problems. The agency is a member of TAAN (Transworld Advertising Agency Network). For more information, go to www.themeridiangroup.com or www.launchint.com.

About Launch Interactive

Launch Interactive, a division of Meridian Group, specializes in interactive marketing and business solutions to clients in all industry categories.

Offering a range of services including Website development and hosting, eCommerce integration, search engine marketing, online advertising, email marketing, social marketing and pay-per-click management, Launch Interactive is dedicated to creating impactful branded user experiences online and increasing clients ROI. For more information, please visit www.launchint.com or www.themeridiangroup.com.

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