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Arabian Gulf Fund Partners with Launch Interactive

(Virginia Beach, Va)- The Arabian Gulf Fund, a private equity fund, selected Launch Interactive, a full-service interactive agency as their partner for the design and development of their Website, www.ArabianGulfFund.com

The Arabian Gulf Fund's new Website was designed to present information to investors and their agents. It will later be enhanced to include investor customer service features. Launch Interactive has created an online presence that communicates the booming economies of the Gulf region while remaining sensitive to Arabic culture and traditions.

"A new business like the Arabian Gulf Fund needed a site that helps spread the message of the company as well as the brand itself," said Launch Interactive president Elizabeth Lester. "We are excited to create a user experience online that is aligned with the values and traditions behind the Arabian Gulf Fund."

The Arabian Gulf Fund is a middle-market private equity fund recently created by a group of New York financial service executives that will invest in the Middle East and North Africa with a focus on the vibrant, growing and rapidly diversifying economies of the Gulf Cooperation Council.

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.