



FOR IMMEDIATE RELEASE

June 13, 2008

Media Contact:

Kristy McCracken

757-340-7425

Taste Unlimited Partners with Launch Interactive

(Virginia Beach, Va)- Taste Unlimited, known in the Hampton Roads area for their specialty food and wine, has selected Launch Interactive, a full-service interactive agency as their partner in all future web initiatives.

In the new relationship, Launch Interactive will revamp the existing Taste™ web site making it easier for people to learn about upcoming events, purchase gifts online, and place food orders electronically for pick up or delivery.

“A local favorite, Taste Unlimited has developed a very loyal customer base,” said Launch Interactive president Elizabeth Lester. “We are excited to create a user experience online that is aligned with this well-established brand.”

Taste Unlimited opened its doors more than thirty-five years ago with a single location in the Hilltop area of Virginia Beach. They currently have locations through out Hampton Roads including three in Virginia Beach, two in Norfolk, one in Chesapeake, and one in Newport News.

About Launch Interactive

Launch Interactive, a division of Meridian Group, is an interactive 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, and search engine marketing strategies to help its clients meet their business goals. For more information, visit launchint.com.