



FOR IMMEDIATE RELEASE

August 26, 2010

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Launch Interactive Redesigns Website for The Breeden Company

(Virginia Beach, VA) Launch Interactive, a full-service interactive agency, recently designed a new website for The Breeden Company, Inc., a real estate development company headquartered in Virginia Beach.

Launch Interactive built the original website for The Breeden Company over six years ago. The goal of the redesign was to provide an updated, sophisticated look and feel that reflects the company's core value of creating inspiring spaces.

"We're excited about our new website," said Alanna Doczi Deal, vice president of corporate marketing at The Breeden Company. "It represents our brand perfectly and offers impressive functionalities that better serve the many facets of our organization."

Since 1961, The Breeden Company has been a leader in residential, commercial and resort development fields through its three branches, Breeden Property Management, L.L.C., Breeden Realty, L.L.C., and Breeden Construction, L.L.C.

The new website launched on August 16, 2010 and can be viewed at

<http://www.thebreedencompany.com/>

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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