



FOR IMMEDIATE RELEASE

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EOS Solid Surfaces and Shire Boarding Company Partner with Launch Interactive For Web Development

(Virginia Beach, VA) Ken Trinder has engaged Launch Interactive on the development of new websites for two of his companies: EOS Solid Surfaces, a countertop manufacturer, and Shire Boarding Company, a custom surfboard design company.

EOS's new website, will help launch their newest product, *GEOS*, the first countertop surface made with a combination of recycled glass and quartz, created to support an Earth friendly environment.

"With the launch of an innovative product like *GEOS*, we want to ensure our website shows the same creativity as our company," said Trinder, president of EOS Solid Surfaces. EOS originated in 2003 when Trinder and his partner, Evan Kruger, envisioned creating a thicker countertop material that would improve performance while substantially reducing labor costs.

Launch is also working with another of Trinder's companies, Shire Boarding Company, to help promote their hand shaped surfboards, made with the most modern materials available like top of the line EPS foam, the clearest epoxy resin available and carbon fiber.

"Our boards are known for performance and beauty," said Trinder, creator of Shire surfboards. "We decided it was time that the website showcased those same things."

Shire Boarding Company began as hobby for Trinder, who started shaping surfboards while developing EOS. Trinder, an avid surfer, bases the construction of the hybrid boards on his three primaries: maneuverability, speed, and flotation.

For more information on Launch Interactive, visit launchint.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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