



MERIDIAN
GROUP

FOR IMMEDIATE RELEASE

August 7, 2009

Media Contact:

Kristy McCracken

757-340-7425

Launch Interactive Redesigns Bon Secours Site

(Virginia Beach, Va)- Bon Secours Surgical Weight Loss Center recently selected Launch Interactive, a full-service interactive agency as their partner in the redesign of their Website, www.BonSecoursSurgicalWeightLoss.com.

Through the partnership, Launch Interactive has designed and developed a Web experience that communicates how Virginia's top surgical weight loss center has changed the lives and the health of its weight loss patients. The new site provides resources for potential and current patients of the center.

"The key to communicating the success of the center is to show real-life patient testimonials" said Launch Interactive president, Elizabeth Lester. The new Website uses videos to show the impact of surgical weight loss programs.

Bon Secours Surgical Weight Loss Center is Virginia's leading surgical weight loss program. They are currently ranked in the top 5% of all bariatrics programs nationwide.

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.