



M E R I D I A N  
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**FOR IMMEDIATE RELEASE**

May 4, 2009

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**Meridian Group Named Agency of Record for Cox Communications**

(Virginia Beach, Va) – Cox Communications Hampton Roads has selected Meridian Group, a full-service marketing communications firm, as their agency of record for all future advertising and public relations initiatives.

In the new relationship, Meridian Group will provide strategic branding efforts, creative services, and integrated communications campaigns while positioning Cox Communications as Hampton Road's partner in the digital age.

"We are thrilled to be selected for both the advertising and public relations accounts for this community leader," said Meridian Group CEO Joseph Takach. "For the past 30 years Cox Hampton Roads has been a fixture in most of our lives. We are excited to get started working with another blue chip brand."

Cox Communications is a multi-service broadband communications and entertainment company with more than 6.2 million total residential and commercial customers. The third-largest cable television company in the United States, Cox offers an array of advanced digital video, high-speed Internet and telephone services over its own nationwide IP network, as well as integrated wireless services.

Cox Business is a full-service, facilities-based provider of communications solutions for commercial customers, providing high-speed Internet, voice and long distance services, as well as data and video transport services for small to large-sized businesses. In Hampton Roads, Cox has more than 400,000 basic cable subscribers.

**About Meridian Group**

Meridian Group-Marketing Communications, one of the fastest growing agencies on the East Coast with corporate headquarters in Virginia Beach, specializes in building top brands through integrated marketing programs.

The agency has grown from two to more than 40 employees since its establishment in 1980 and has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Bon Secours, Volvo Penta North America, and Disney Imagineering.

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