



MERIDIAN  
GROUP

**FOR IMMEDIATE RELEASE**

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**Meridian Group Named Lead Marketing Consultant for New Disney  
Imagineering Project**

*Disney and Four Seasons Hotels to build a luxury resort/real estate development*

(Virginia Beach, Va) – Meridian Group, a Virginia Beach based marketing communications firm, has been named the lead marketing consultant for a cooperative resort and real estate development at Walt Disney World Resort. The project is a partnership with Four Seasons Hotels and Resorts, based in Toronto, Canada and is set on 900 acres within the resort. The property will also feature an 18-hole championship golf course, Four Seasons Resort, luxury condominiums, villas and estates. The resort is scheduled to open in late 2009.

“This is the kind of project you dream of your entire life. We are ecstatic to be working with these two global leaders in the travel industry.” said Joseph Takach, CEO of the firm.

**About Meridian Group**

Meridian Group-Marketing Communications, one of the fastest growing agencies on the East Coast with offices in Virginia, Florida, and New York, specializes in consumer and business-to-business accounts in the financial services, travel and tourism, multi-outlet retail, real estate and industrial/corporate sectors.

The agency has grown from two to more than 60 employees since its establishment in 1980 and has served more than 225 clients including STIHL

Inc., Wounded Warrior Project, Bon Secours, Grand Furniture, Kiawah Island and Palace Resorts and Spas.

Providing comprehensive marketing solutions to clients across the globe, Meridian Group operates under "The Why? Philosophy," an exclusive six-step process designed to uncover the core issues of most communications problems. The agency is a member of TAAN (Transworld Advertising Agency Network). For more information, go to [www.themeridiangroup.com](http://www.themeridiangroup.com) or [www.launchint.com](http://www.launchint.com) .