



M E R I D I A N
G R O U P

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Media Contact:

Kristy McCracken

757-340-7425

The Ellis Hotel Selects Meridian Group as Agency of Record

(Virginia Beach, Va) – The Ellis Hotel has selected Meridian Group, a full-service marketing communications firm as its agency of record. Built in 1913, and registered with the Historic Hotels of America, the Atlanta, Georgia property is a 127-room boutique style hotel. The property recently underwent a \$28 million renovation which included the addition of a floor designed and reserved exclusively for women.

In the new partnership, Meridian Group will offer creative services in developing strategic branding efforts, and integrated communications campaigns. The agency aims to position the Ellis as a unique alternative to franchise hotels in downtown Atlanta. The property offers guests a combination of southern-style hospitality in a cosmopolitan environment.

“We have a great deal of experience in both historic and boutique-style hotels,” said Meridian Group CEO, Joseph Takach. “The Ellis Hotel is a perfect match for our Travel and Luxury division.”

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.

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 or www.launchint.com