



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

**FOR IMMEDIATE RELEASE**

July 22, 2010

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### **Meridian Group Named Agency of Record for Hampton University Online**

(Virginia Beach, VA) – Hampton University has selected Meridian Group, a full-service marketing communications firm, as their agency of record for their Hampton University (Hampton U) Online program initiatives.

In the new relationship, Meridian Group will provide strategic branding efforts, online marketing, search engine optimization as well as create traditional advertising campaigns for Hampton U Online.

Hampton University Online (Hampton U Online) expands the reach of the university's stellar undergraduate, graduate, certificate, and professional development programs to serve the needs of a diverse community of learners who would otherwise be unable to access a high quality Hampton University education in any other manner. Hampton U Online combines top notch instruction with nurturing learner support services to ensure academic success and personal achievement.

### **About Meridian Group**

Meridian Group is a full-service marketing communications firm that specializes in building top brands through their patented Why Process™ and integrated marketing programs.

Headquartered in Virginia Beach, the agency has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Cox Communications Hampton Roads, the Roosevelt Hotel, and the Virginia Zoo.

For more information, visit [www.themeridiangroup.com](http://www.themeridiangroup.com).

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