



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

FOR IMMEDIATE RELEASE

January 21, 2008

Media Contact:

Kristy McCracken

757-340-7425

Sanibel Harbour Resort & Spa Select Meridian Group as Agency of Record

(Virginia Beach, Va)- Sanibel Harbour Resort & Spa has selected Meridian Group, a full-service marketing communications firm as its agency of record. Located in Fort Myers, Florida, the 400 room, 85-acre resort resides on a private peninsula overlooking Sanibel and Captiva Island.

In the new partnership, Meridian Group will offer creative services, strategic branding efforts, public relations initiatives, and integrated communications campaigns. The agency aims to position Sanibel Harbour Resort & Spa as the number-one, leisure destination in Southwest Florida.

“It is great to be working with Columbia-Sussex for Sanibel Harbour Resort & Spa,” said Meridian Group CEO Joseph Takach. “They are one of the largest hotel management companies in the world and we are honored to be associated with them.”

Sanibel Harbour has been named one of the “Top Ten Spa Resorts in the U.S” by *Condé Nast Traveler*. The resort is also the recipient of the AAA Four-Diamond Award for the past ten years, as well as a member of Preferred Hotels & Resorts Worldwide.

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 50 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.