



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

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Meridian Group Partners with Leading Tour Operator Vacation Express

(Ft. Lauderdale, FL)- Vacation Express, a leading tour operator to Mexico, Costa Rica, and the Caribbean has selected Meridian Group to take the lead on all media planning and buying efforts for their national trade advertising.

Founded in 1989, the Atlanta-based company offers seasonal charters and scheduled air programs from most U.S. cities along with air/land packages and hotel to more than thirty tropical destinations.

Dedicated to customer satisfaction, Vacation Express has helped close to 150,000 passengers plan their travels, most of whom return for their next vacation. For more information please visit www.vacationexpress.com.

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.