



FOR IMMEDIATE RELEASE

Contact: Meredith Olson
202-778-4544
MOlson@NoralGroup.com

NORAL GROUP INTERNATIONAL LAUNCHES NEW COMPANY WEB SITE

June 5, 2009 – Washington, DC – Noral Group International, Inc. launched a new company Web site at www.noralgroup.com. The site was designed and programmed by DC area firm, D*MNGOOD, with consulting management provided by Voci Media Works East. Across its four primary content areas, the new site clearly communicates Noral Group's approach and capabilities as a research-based social marketing firm, while dynamically sharing case study examples of the firm's work.

"A company's website is the most visible representation of who they are," said Eva Kasten, founder and president of Noral Group. "We wouldn't have asked anyone but the very best to help us with our new look. That's why we were fortunate to have worked with D*MNGOOD and Voci Media Works East. The new site successfully demonstrates Noral's brand online, while succinctly sharing our approach to our clients' complex needs and issues. The new site also successfully demonstrates our best work in each of Noral's key service offerings: research, marketing, partnership outreach, and web strategies."

"We are thrilled about the launch of Noral Group's new Web site," says Neil Adler, a co-founder and executive editor of D*MNGOOD. "This site embodies all the elements that we believe are necessary for a strong Web presence: conceptual design, strong functionality and organization, and powerful messaging. We take great pride in working with Noral Group and Voci Media Works East on this site, and we are ecstatic about the final product."

While D*MNGOOD executed the Web site's design and programming, Voci Media Works East provided Noral Group with project management throughout all phases of the site's development. Voci Media Works East's specific contributions included: copywriting, positioning, selection of technology and vendors, and search engine optimization.

About Noral Group International, Inc.

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a ten year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good. Visit www.noralgroup.com.

About D*MNGOOD

One of the top creative agencies in Washington, DC, D*MNGOOD develops memorable and strategic campaigns for clients spanning the corporate, educational, entertainment, nonprofit, public and sports

industries. We exceed client expectations through high-end and conceptual Design, Motion and Narrative. These different components, together, allow us to create difference makers in the marketplace and generate results for our clients. Capabilities include annual reports, branding, collateral, interactive, invitations, marketing, music, public relations and web. Opportunities are knocking. It's time to open the D*MN DOOR. Visit www.dmngood.com or call 202-683-8975.

About Voci Media Works East

Voci Media Works East is a Washington, D.C. based firm with digital media expertise in cross-platform synergy, brand building, creative marketing, product development, strategy, business planning, and revenue growth. Visit www.voci.com.