



PRESS RELEASE

Contact:

Kirk Stephen, Marketing Manager
Meridian
485 Industrial Avenue
Teterboro, NJ 07608
201-288-5459 x253
www.meridian.aero
kirk.stephen@meridian.aero

FOR IMMEDIATE RELEASE

MERIDIAN LAUNCHES NEW WEBSITE

Teterboro, NJ, May 27, 2014 – Meridian, the award-winning private aviation company based at Teterboro Airport (TEB), is pleased to announce the launch of its newly redesigned website, meridian.aero. The sleek, new design will provide visitors a unique digital experience that highlights the many aviation services the company has to offer. The design changes will be implemented across both web and mobile devices, including tablets and smartphones.

In addition to the new look, several functional enhancements were also made throughout the site. For example, a new section was added to the [Home](#) page called ‘Latest Updates’, which is dedicated to bringing current news from the company [Blog](#) to the front page. Customized content for announcements and special events will also be featured in this section. For even more news, a Twitter feed was added at the bottom of the Home page to keep site visitors up to date with the latest tweets.

In order to help draw and retain more international visitors, a translate tool on the menu bar was added at the top of each page. On the [Meridian Fleet](#) page, aircraft photos will now pop up and can be viewed in a slide show format rather than just be statically displayed. On the [Contact Us](#) page, there is now an interactive map showing the locations of the Meridian offices around the country. Directions to the offices are now easily available by clicking on the markers.

Kirk Stephen, Marketing Manager, says, “The Meridian website is critical to our communications strategy, which is to align the branding elements and trade dress across both print and digital platforms. It took almost a year of planning and development work to prepare the site for launch, which has resulted in a stronger and more distinctive presence. The goal of the redesign was to provide visitors with a more enjoyable user experience, and we think they will be happy with the outcome.”

About Meridian:

Meridian is a full-service, private aviation company based in Teterboro, NJ, located just minutes from New York City. The company has earned numerous industry awards and accolades for its outstanding service and state-of-the-art facility. Meridian owns and operates businesses that include Air Charter, Aircraft Management, Aircraft Maintenance, and a world-class Executive Terminal / FBO.

For more information, please visit our website at www.meridian.aero or call us at 201-288-5040.

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