

PRESS RELEASE

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Westport Plaza Unveils New Website Designed by Engel Creative

St. Louis, MO October, 2005 - If you haven't checked out what's happening at Westport Plaza lately, you may want to take a look at their new website www.westportstl.com. The site, featuring a fresh look and additional content, was commissioned by new Westport Plaza property owners Golub & Company and created by local design firm Engel Creative.

The redesigned website presents a comprehensive information package for Westport Plaza properties. You'll not only find the latest information on entertainment and special events, but also news on leasing opportunities, hotels, stores, restaurants and more. "The new website highlights all aspects that Westport properties offer," says Lisa Sudekum, Golub & Company Director of Marketing and Special Events. "Our goal in commissioning the redesign was to tie together all aspects of Westport Plaza - office/retail leasing, entertainment and all the amenities." Sudekum explains that the old website was outdated and didn't showcase the property in a way that fit the new owners' marketing plan. The company needed a site that could crossover from entertainment to leasing and vice versa. Golub & Company selected design firm Engel Creative for the job, based on its proven ability and personable approach, says Sudekum. "We faced several challenges with the website redesign. Many different logos, tag lines and advertising campaigns were used in the past. We wanted consistency and a way to combine the fun look of our entertainment with the professional image of our office and retail leasing."

Principal Creative Director and Owner Edward Engel says listening to his client's needs and digging deeper into marketing strategies and consumer values and lifestyles helped create the end product for Golub & Company. "Westport Plaza needed a website redesign that presents a corporate feel with consumer interest," says Engel. "I tried to create an emotional connection between the product or service and its end user. To create an effective website for my client, I didn't want to ignore the challenge of combining messages that might at first glance seem at odds with each other. Instead, we embraced the differences. We also added user-friendly features like faster load-time and click-through." Sudekum adds, "I'm incredibly happy with the end result. The new website shows Westport Plaza is always moving forward and making improvements. Edward Engel achieved our goals of maintaining consistency and integrity of our messages throughout the site."

Engel Creative also handles Westport Plaza strategic promotional materials including brochures, newsletters and special events. Other websites created by the firm include 3M-Scotchgard/Mildew Block, Jackson Products/Jump Promotion, Nestabs/Pre-natal Vitamins and TekIdeas.com.