

FOR IMMEDIATE RELEASE:

BRIGHAM PENDLETON DESIGN LAUNCHES WEB SITES FOR TWO LEADING PUBLISHERS

Lark Books and Stenhouse Publishers Chose Brigham Pendleton Design for Internet Brand Execution

PORTSMOUTH, N.H., Aug. 21, 2008—Brigham Pendleton Design announced that it has recently added two new companies to its growing client list, Lark Books and Stenhouse Publishers.

For Brigham Pendleton Design, the key to their successful design solutions is to go beyond, developing a deep understanding of client goals and needs of target audiences. “Companies have to deliver on the expectations of their customers. If their web site strays from this core need, they risk losing their customers,” said Brigham Pendleton, owner and creative director of Brigham Pendleton Design. “We work with our clients to gain a clear understanding of their marketing goals, as well as the focal user groups, and ensure the site succeeds on all fronts.”

Lark Books specializes in craft-oriented titles. Lark required a new interface to allow for the integration of enhanced functionality, interactivity and energy to the Web site. The design focused on the individual groups of book categories, giving appropriate personality to each, such as a fun flash component for the Kids section. Specific user-focused solutions were customized and integrated to improve access to subsections within the site, including search by author, title, publish date, and price. To view the Lark Books Web site visit www.larkbooks.com.

Stenhouse publishes professional development books and videos by teachers and for teachers. All of the company’s titles are grounded in a philosophy of education that respects both teacher and learner. Focusing on the educational market, Stenhouse tapped Brigham Pendleton design for a new interface to its existing Web site. The main goal of the redesign was to comply with the company’s established identity, while making their services and products more accessible. Partnering with Olive Development, who implemented a full back-end re-development effort, the site works to integrate a very user-friendly design, with expanded technical applications. The solution incorporates a full eCommerce- enabled solution to provide for ease of browsing and purchasing of education resources. To view the Stenhouse Publishers Web site, visit www.stenhouse.com.

“In every endeavor, we work with the particular client to gain a full understanding of their target market. In the cases with these two publishing firms, each caters to a niche customer base, requiring an interface that would appeal to a very specific type of consumer,” adds Pendleton. “Lark Books works in the crafts industry, its look needed to be high energy, vibrant, yet professional and elegant. Stenhouse

Publishers focuses more towards education resources, thus requiring a design to fit within their brand requirements, as well as speak to educators and administrators in the education field.”

About Brigham Pendleton Design

Based in Portsmouth, New Hampshire, Brigham Pendleton Design provides award winning web site design and development, consultation, print design, and identity design. We provide for our clients solutions that look beyond the here-and-now. Clients include Infor Global Solutions, Inc., Briesnet, Inc. CHD Meridian Healthcare, ProFitness Health Solutions, LIM College, Jacobi Hospital, Lydall, Education Development Center, Zehnder America, Gorann, Inc. For more information visit www.brighampendleton.com or call 603.430.6289.

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