

**PRESS RELEASE**  
Hall Web Services, Inc.

**Maine Based Bag Manufacturer AU Launched Redesigned Website**

**April 19, 2010**

**Westbrook, Maine** – Maine based bag manufacturer, AU, recently redesigned their website to give it a cleaner look that is also better optimized for search engines. The website, [www.au-inc.com](http://www.au-inc.com), was designed and developed by Hall Web Services to enable people to find products easier and more efficiently. The online storefront showcases tote bags and luggage made with AU's trademark Raincoat Cotton™ as well as the Harbour, Sailwax, and 18% collections.

"Not all shopping carts are created equal so we used a platform that could be optimized to both the look that AU envisioned, as well as perform the way we needed it to from a functionality standpoint," said Andre McKay, Technical Search Specialist. "We used a platform that allowed for URL rewrites, which will help search engines to find products easier within the shopping cart solution. The new cart is more intuitive and has an incredible amount of administrative customizations that gives visitors more choices to better streamline the purchasing process."

**About AU**

AU is a Maine based company that creates stylish, yet durable, day and weekender bags featuring a variety of colors, patterns, and fabrics. AU bags are sold at retail stores internationally with their main retail store located in Freeport, Maine.

**About Hall Web Services**

Hall Web Services of Portland, Maine partners with small to medium sized businesses to grow their businesses through the creation of a comprehensive web strategy. Hall's services include web design and development, managed hosting, internet marketing, inbound marketing strategies and multimedia production.

**For more information visit <http://www.hallme.com/press>**