

PRESS RELEASE

Hall Web Services, Inc.

Evolution Sails Launches Redesigned Website

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Easton, Maryland – Evolution Sails, an international group of experienced sailmakers, has recently launched a redesigned website with a content management system (CMS). The website, launched at www.evolutionsails.com and developed by Hall Web Services, has acquired a new look and feel and has the capability for each loft to maintain a portion of the website using a CMS.

“Evolution Sails' website showcases their global organization and each loft with a new, sleek design,” said Kyle Pouliot, Lead Designer. “The design is focused on product and service education and its instinctive navigation structure makes the site easy to use. Plus, with lofts located in Australia, Singapore, Canada, and New Zealand, each mini site administrator can add their own photos, videos, and regional news.”

Alayna White, CMS Product Manager, explained that with the Content Management System installed on Evolution Sails' website, “They can update all pages on the site and easily expand content. Each loft has its own 'mini site' with an administrator for that specific loft. This allows them the flexibility to control the content on their site and keep it fresh.”

About Evolution Sails

Evolution Sails is a collaborative group of experienced sailmakers with colleagues located worldwide. They work together to design, engineer, and build cruising and racing sails. As a global organization, Evolution Sails shares knowledge, skills, and resources as well as supports the creativity and passion of local lofts as a way to offer the most innovative products.

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 www.hallme.com/press