

PRESS RELEASE
Hall Web Services, Inc.

Maine Association of Community Banks Launches Redesigned Website

April 23, 2010

Portland, Maine – The Maine Association of Community Banks website was created to provide updates relating to state and federal legislative and regulatory issues. Launched at www.mecb.com, the site was designed and developed by Hall Web Services and is a unique resource for vendors and citizens seeking specific bank contacts and information regarding Maine's banking community. The website also offers membership news, a calendar of educational opportunities, and is an overall guide to banking in Maine.

"The new site uses a more scalable design with a horizontal navigation that is easily recognizable to the user," said Kyle Pouliot, Lead Designer. "The new design is more focused on conversion and highlights important calls to action to present vital information specific to target users."

"We used a CMS [Content Management System] to build the new website for the Maine Association of Community Banks," said Alayna White, CMS Developer. "The CMS allows them to control all the pages on the site and add and edit members on the Member Banks and Affiliate Members listings. They can upload images and contact information and it automatically sorts the list, which helps users find what they are looking for easily. They also have the unique ability to upload new call to action images on the homepage as well as keep their news listing consistently updated."

About Maine Association of Community Banks

The Maine Association of Community Banks provides banks with a forum to exchange valuable industry information; gain maximum representation in state and federal legislative and regulatory matters; receive education, training and staff certification; and wield greater collective purchasing power.

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.

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