

PRESS RELEASE
Hall Marketing, Inc.

Rubb Group Launches Expanded Site for Norway-based Rubb Hall AS

Thursday, January 08, 2009

Bergen, Norway – The Rubb Group today announced the launch of an expanded website for Rubb's Norway branch, Rubb Hall AS. The new site, launched at <http://www.rubhall.no>, was developed by Portland, Maine USA's Hall Web Services, features a dynamic English/Norwegian language switching function and greatly expanded site content featuring over a dozen product sectors including aircraft hangars, industrial buildings, port buildings, sports buildings, military shelters and emergency relief shelters.

"It is always a pleasure to work for Rubb and this project was no exception," said Fred Greenhalgh, Internet Marketing Manager at Hall. "The Norwegian-language site tested our understanding of foreign-language search engine optimization and the different practices of search engines and users abroad."

While built by US-based Hall Web Services, the site was launched onto a web host located in Norway, resulting in faster load times for the primarily Norwegian audience of the site. Like the other Rubb websites (<http://www.rubb.com> in the United States and <http://www.rubb.co.uk> in the United Kingdom), Rubb hopes to use the Rubb Hall AS website to inform potential customers about the flexibility, quality and value of their fabric-covered buildings.

With the ability to serve as reliable, rapidly-erected shelter in a variety of environments, Rubb buildings and shelters are an excellent value for numerous building projects. Rubb Hall AS hopes to continue to spread this message to customers throughout Norway, Europe, and worldwide with a growing website and online marketing strategy.

About Rubb Building Systems

The Rubb organization, with production facilities in Great Britain, Norway and the United States is recognized as a world leader in the design, development and manufacture of relocatable structures and is quality certified to ISO9001: 2000.

About Hall Web Services

Hall Web Services of Portland, Maine specializes in helping small to medium sized businesses achieve their goals online by partnering with them to create a comprehensive web strategy. Hall's services include web design and development, managed hosting, comprehensive internet marketing and inbound marketing strategies and multimedia production.

For more information visit www.rubb.com/building-systems-press.asp