

Matrix Design Group Launches New Website

For Immediate Release

East Hanover NJ, September 21, 2012 - Matrix Design Group, a leading broadband and civil engineering, design, construction and consultancy firm, today announced the release of their new website. The simple and clean site design is a part of the company's mission to continuously meet the needs of customers by providing improved navigation, better organization of content and quick access to industry information.

The improved website contains the following new features:

- A more in depth look at the services and scope of work **Matrix** provides.
- A website menu that gives readers a clearer indication of pages that exist on the site.
- An enhanced navigation structure that allows users to find what they need quickly and easily.
- An online request for information (RFI) platform allowing existing customers and new prospects to request information electronically.
- Access to case studies, project sheets and other insight that gives prospects information on Matrix's portfolio.
- A resource page, giving viewers access to industry news and information.

The website redesign is the first among other upcoming plans that **Matrix Design Group** intends on re-developing. *"We are happy to unveil our new website redesign," Matrix Design Group's CEO, Ron Cassel said. "Our effort to stay current with technology is a priority for us. As a full service civil engineering and telecommunications design firm, we realize that we must give our customers a positive experience through every outlet in which they contact us. We hope our new website redesign helps further educate people on our mission and what we do."*

The website was redesigned as a collaborative effort by the company's marketing department and several field employees. *"The level of talent exhibited by our team while working on the site was nothing short of world class,"* said Cassel. *"For us, this was a way to educate our own staff and the world on what we have to offer."*

About Matrix Design Group:

Matrix Design Group specializes in fiber optic network deployments, civil engineering and complete broadband solutions. **Matrix** will plan, design, build, manage and support projects of any size, with unparalleled excellence and continuity of service while also providing business case development, grant application assistance, Rights-of-Way permitting, local and long haul engineering, project management and fiber construction. The **Matrix** team is poised to manage and deliver your project with the utmost level of service and reliability through the use of the latest equipment, technology, and dedicated personnel.

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