



**FOR IMMEDIATE RELEASE
JULY 10, 2009**

CONTACT: KATE KEELEY
kkeeley@launchintl.com

LAUNCH INTERNATIONAL, INC. INTRODUCES NEW CONTENT UPGRADE SERVICES

JULY 10, 2009 -- Launch International, Inc., a strategic marketing and sales enablement company, announces the availability of its new content upgrade services.

Designed to enhance the value of existing marketing collateral, these services focus on aligning content with strategic messages and brand guidelines, infusing the appropriate levels of promotional flair and subject expertise, ensuring proper grammar and usage, and leveraging today's best practices for content delivery – providing businesses with consistent, on-target collateral that drives a stronger competitive stance.

“Content upgrade services from Launch International help companies ensure that in-house collateral achieves greater consistency in voice, quality of content, and style across content platforms,” said Jody Canavan, founder and president of Launch International. “Leveraging these services enhances the value of existing material, enabling organizations to strategically position their products and services, gain the confidence that they are publishing accurate information in the proper form, and realize the benefits of clear, targeted messaging.”

About Launch International

Located in Doylestown, Pennsylvania, Launch International is a WBENC-certified strategic marketing and sales enablement company dedicated to building the high-value content and associated deliverables that help salespeople sell faster and customers buy

smarter. By balancing strategy and execution, the company is able to define and develop “right time, right place” tools that can accelerate buying and selling cycles.

For additional information, please contact Kate Keeley, at 267-337-6228 or by email at kkeeley@launchintl.com.

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