



NEWS

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Middough Inc. Launches New Website

Promoting select projects online shows the breadth and depth of experience at AEM firm.

CLEVELAND, Ohio (February 1, 2011) — Middough Inc., a top ranking U.S. architectural, engineering and management services company, launched its new website to promote the AE firm. The recent effort lead by the Marketing Department was a culmination of several months work and creative agencies to complete the newly enhanced website by the end of the year. The new site shows how much progress the company has achieved over the last few years. This announcement was made by President and CEO, Ronald R. Ledin, PE.

Middough, a 60 year old company, has relied heavily on word of mouth advertising to get the word out in the past. "With a large constituency of repeat customers, often our clients have been the best way to get the word out about the good work done here at Middough. However, in today's highly interactive world, it only makes sense to promote successful projects on our website," says President Ron Ledin. "We've featured projects that show our breadth and depth of experience at Middough," says Ledin.

In today's internet savvy world, websites are common among service providers. However, Middough chose to keep their site simple, clean, and fresh. "We chose to make our site simple enough to navigate, but comprehensive enough to tell the whole story of our capabilities," says Peter Baka, Marketing Manager. "We've made it easy for clients, potential customers, and the media to access information about the national AE firm," says Baka. "We've also made sure that there is always a way to reach someone on each page and that inquiries get addressed quickly. Everyone likes quick follow up," states Baka.

The company has already received positive feedback from many of its clients on the new website. With an aggressive plan to keep the website current, the Middough Marketing Department has invested in state-of-the-art software for editing and communicating to clients and potential customers.

Visit the new Middough website at www.middough.com or send an email at contactus@middough.com for more information.

About Middough Inc.

For more than 60 years, Middough Inc. has been recognized for its performance and leadership as an international company in architecture, engineering and management services. With major offices in Cleveland, Atlanta, Chicago, Houston, Philadelphia, Phoenix, and Toledo and additional offices nationally comprising more than 800 professionals, Middough provides a full-range of traditional and specialized design, technical and management services worldwide.