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Media Genesis launches web site for the largest member-based chamber in the United States

(Troy, Mich.) The Detroit Regional Chamber (DRC), the largest chamber in the United States with 22,000 members, released their new web site created by Media Genesis at their Holiday Glow Reception.

An exhibit was dedicated to the new site where members used laptops to view the web site's highlights, functionality and give feedback.

Media Genesis, a Troy-based web development company, having worked with the DRC since the late 1990s, was familiar with the former site and formulated a strategy on how best to redesign the page layout.

In 2006, Media Genesis performed a usability study on the DRC's former site that used video to map out user experience for various sections of the site.

The chamber has a broad base of constituents needing services from economic development to business networking, and members ranging from single practitioners to fortune 50 companies in major industries. The new web site is geared to reach each of these audiences and allows them to easily find the services or information they are searching for.

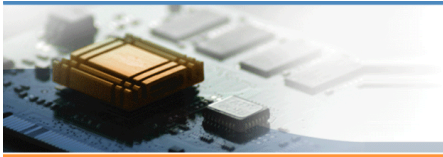
"The new web site was a collaboration between Media Genesis and 30 individuals within the chamber who represented various groups," said Antoine Dubeauclard, president of Media Genesis "We created a simple and efficient design without it being overwhelming for the user. Also, chamber members can easily update the site's content."

The web site now highlights the chamber's most important developments including The Detroit Online (www.DetroitOnline.com), which is the DRC's interactive publication allowing editorial ahead of print and enabling Chamber members to have discussions online to share stories and promote services.

Sponsors of the event were Blue Cross Blue Shield and Media Genesis.

The Detroit Regional Chamber assists more than 22,000 businesses in the Detroit metropolitan area by offering consulting services, lobbying programs, strategic alliances and professional development. For more information visit www.DetroitChamber.com.

Media Genesis is one of the largest and oldest independent web development companies in Michigan specializing in membership organizations and nonprofits. Media Genesis has



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