

FOR IMMEDIATE RELEASE

**O'KEEFE COMMUNICATIONS LAUNCHES NEW,
USER FRIENDLY WEBSITE**

Washington, DC, June 4, 2007 – O'Keefe Communications has launched an exciting new website showcasing their event production, video and multimedia capabilities. The new website is concise, easy to navigate and features an impressive portfolio section.

The company's CEO, Kevin O'Keefe said, "We knew it was time for a redesign. We realized the old website didn't focus enough on our overall capabilities or provide photos and videos of our actual productions."

"So in redesigning the site, we kept the emphasis simple," O'Keefe's President Catie O'Keefe added. "Within the first few moments on the new website, we wanted visitors to learn two things. One, the new site makes it easy for visitors to determine whether our services are appropriate for their needs. We provide an overview of our capabilities and describe our approach to projects. Secondly, our capabilities are demonstrated through our portfolio section. One look at our portfolio, and you can see what makes our team special."

Kevin concluded, "That's why we worked so hard to develop intuitive navigation and a user friendly portfolio. I hate it when I go to a website to learn about a company and it takes me twenty minutes to figure out what they do. Just show me some examples and if I like them, make it easy for me to contact them."

O'Keefe Communications worked with West & Associates and C:straight Media to develop and build the new website.

O'Keefe Communications

O'Keefe Communications is one of the nation's leading providers of video, multimedia and event production services. O'Keefe Communications is based in Washington DC and is a member of the Washington Board of Trade, International Special Events Society and ASAE & The Center for Association Leadership. O'Keefe is also certified as a Women's Business Enterprise.

For more information on O'Keefe Communications, please call Wendy Siminski at 202-363-2101 or visit www.okeefecom.com.

West + Associates, Inc.

West + Associates is a full-service, privately held graphic design and marketing firm located in McLean, Virginia. For more information on West, call Maripat Hinders at 703-893-0404 or visit www.westassoc1.com

C:straight Media

C:straight Media is a full-service interactive agency specializing in website design, development and interactive marketing. For more information on West, call Gene Ro at 703.893.0045 or visit www.westassoc1.com

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