



SQUEAKY WHEEL MEDIA LAUNCHES WEBSITE FOR MARINA RINALDI, A LEADING ITALIAN FASHION BRAND OF THE MAX MARA FASHION GROUP

New Marina Rinaldi website recognizes the many facets of a woman's life.

New York, NY, June 22, 2009 – Squeaky Wheel Media, an award-winning interactive agency, announced today the first website launch for Marina Rinaldi, a leading Italian fashion brand of the Max Mara Fashion Group.

Understanding that life is about more than just fashion, Marina Rinaldi engaged Squeaky to design a website that speaks to a woman's overall lifestyle. The website is designed to preserve the sense of heritage and luxury of the brand, while introducing a beautiful yet functional site elements that offer a Web 2.0 experience in a comprehensive lifestyle approach.

Among the new features is a zoom tool in the Collection section that leverages imagery in order to immerse the user in the pieces themselves. While this is certainly an experiential part of the site, it is also highly functional for the end-user.

Second is the Lifestyle section of the site. Although the collections are the main focus, the site is positioned as a vehicle for introducing lifestyle content to the Marina Rinaldi woman by leveraging articles from the MR magazine. The Lifestyle section includes articles on art, wine, beauty and wellness. In this way the site, and the brand, recognize that the Marina Rinaldi woman is more than just a consumer of fashion.

Another notable component is the My MR section, an exclusive area that lends itself to personalization and customization. To retain elements of the personal and sensory experience that fashion offers through in-store experiences, the Marina Rinaldi site includes sections that foster a personalized experience and establish a relationship that can be expanded upon with future personalized communications. Sections include the Marina Rinaldi Experience blog, Question and Answer section, and a password-protected My MR section. These resources help to create an open dialogue with brand enthusiasts, offering insight into the company culture and leading fashion trends.

“Squeaky could not be more pleased with how the Marina Rinaldi website turned out,” said Anthony Del Monte, President and CEO, Squeaky Wheel Media. “Through a comprehensive and immersive experience, Marina Rinaldi and the Max Mara Fashion Group have created a truly distinct and beautiful online presence.”

www.marinarinaldi.com

Founded in 2001, Squeaky Wheel Media is an award-winning interactive agency located in New York City, specializing in web design, web development, social media, and marketing services. Squeaky Wheel Media is a privately held, minority-owned business. With an extensive web portfolio, Squeaky Wheel Media focuses on the philosophy of “making the noise that is right for your communication needs.” The company’s diverse list of clients include: Hershey, Max Mara, AXE, Lexus, Christian Dior, Chelsea Premium Outlets, WisdomTree, Trail Foods, Rodale Publishing and Movado.

www.squeaky.com

