

Sea to Ski Property Management Receives New Brand, Website Design

MWI delivers branding, collateral, brochure, Website, and other materials

Salt Lake City, UT - 14 April 2005 - Sea to Ski Property Management, a Park City, Utah firm specializing in the care and maintenance of luxury vacation homes, today launched their new Web site at www.seatoskiproperties.com, rounding up a comprehensive branding effort by MWI, a brand management and Web development agency headquartered in Salt Lake City, Utah.

Sea to Ski engaged MWI in late 2004 to begin work on a new brand identity that would communicate a focus on servicing high-end properties in both mountainous and coastal vacation areas. "Working with Sea to Ski was an ideal scenario for us" said Joshua Steimle, CEO of MWI. "Some clients come to us with pre-existing brands that are outdated and hard to work with. With Sea to Ski we were able to create the brand ourselves and extend it throughout all the marketing materials. In addition, Sea to Ski's founder Charlie Robbins had an eye for design which has made the relationship just about perfect."

In addition to creating a new brand identity, MWI also produced various marketing materials including a Web site, a direct mail piece, a PowerPoint presentation, a marketing email, business cards, letterhead, and envelopes.

"MWI delivered high-quality work" said Charlie Robbins, President of Sea to Ski Property Management. "My customers are high-end clientele and I couldn't afford to look amateurish. MWI has been able to give my company the professional look it needed to launch my business."

About Sea to Ski Property Management

Sea to Ski is a property management, concierge service and asset appreciation provider for the vacation homeowner. With highly individualized service, Sea to Ski offers an unlimited combination of customized services. We help our clients enjoy their property when they're visiting and give them peace of mind while they're away. For more information, visit www.seatoskiproperties.com.

About MWI Inc.

MWI provides web design, search engine optimization, web development, content management, and branding & design services from offices in Salt Lake City, Utah to clients across the United States, including California, Idaho, Utah, Nevada, New York, Massachusetts, and Virginia. Notable clients include 3Com, Altiris, Brighton Ski Resort, California Pools, Garage Technology Ventures, FranklinCovey, Hubble Homes, Winder Farms, and Zions Bank. For more information, visit www.mwi.com.