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NEWS RELEASE

FOR IMMEDIATE RELEASE

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MACELREE HARVEY, LTD. ANNOUNCES LAUNCH OF NEW WEBSITE

WEST CHESTER, PA. FEBRUARY 17, 2015— MacElree Harvey, Ltd. announced today the launch of a new website—the first stages of a year-long strategic rebranding initiative that will showcase the Firm’s attorneys and highlight its legal services.

Found at www.macelree.com, the new website features expanded content, streaming videos, and a clean, open look that is consistent with MacElree Harvey’s commitment to building fluid communication with its community and clients.

To better assist clients in making well-informed legal decisions, the site boasts all new attorney profile pages, each prominently featuring professional and biographical information, along with direct contact details, and online contact forms for rapid responses. Also new is a complete social media integration, with links to the firm’s social media pages so clients can keep up to date with happenings both in the firm and in the local community.

“We’re excited about the new website because it gives greater insight into the breadth of our services and how we provide excellent legal counsel to businesses, individuals and non-profit organizations in Pennsylvania and Delaware,” said Marketing Committee Chair Tim Rayne. “The text, photos and videos convey that, at MacElree Harvey, we are committed to living our motto, *Initiative in Practice*.”

Partnering with Google Premier Partner [Digital First Media](#), [AdTaxi](#), the Company’s digital services platform, and Premier Partner [Wehrenberg Design Company](#), MacElree Harvey has set the stage to provide timely, transparent legal information and news—and to become a legal resource across Southeastern Pennsylvania and Northern Delaware.

With an interface that is designed to translate across desktop, tablet and mobile devices Michael Wehrenberg, President of Wehrenberg Design Company, and MacElree Harvey’s Jaimielynn Cooper designed the site with MacElree Harvey’s clients’ lifestyles in mind.

Macelree.com will be updated regularly with news of recent representations, professional milestones, social responsibility efforts, events and the latest legal information. Visitors and clients are encouraged to sign up for the Firm’s newsletter, *Inside Initiative*, as well.

In an effort to reposition and strengthen the Firm’s brand, its marketing overhaul focuses on creating a consistent brand message, and over the next months, MacElree Harvey will continue to move forward with the rebranding process by unveiling new print and digital marketing campaigns which feature a professional modern look that matches the innovation and cutting edge legal services they already offer.

ABOUT MACELREE HARVEY, LTD.

MacElree Harvey is a full service law firm with offices located in West Chester and Kennett Square, PA and Centreville, DE. Providing initiative in the practice of law for more than 135 years, MacElree Harvey serves clients in over thirty areas of law and is committed to providing clients with the depth of expertise and the resources expected of large firms without sacrificing the responsiveness and personal attention typically found in much smaller firms. To learn more about the firm, please visit www.macelree.com.

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