



2440 Media Spearheads Choice PACKNSHIP's Debut on the Web

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Choice PACKNSHIP Web site goes live with with the latest design and programming, and accessibility features, with the help of 2440 Media.

PR9.NET November 27, 2006 - Pittsburgh, PA - Only a few short months after the grand opening of their brick-and-mortar store in Fort Myers, Florida, Choice PACKNSHIP has made its debut on the internet. A key Partner in the development of the Choice PACKNSHIP business, Jim Owens Sr. approached Web site development for the regional store with a national strategy. "We wanted to give the Choice PACKNSHIP Web site a franchise look," Says Owens, "I feel like we've accomplished that."

In collaboration with Jim Owens Sr. and the rest of the Choice PACKNSHIP team, 2440 Media has developed a custom-designed Web site which utilizes the latest in Web 2.0 design. Combining existing branding elements with the best attributes of other sites in the shipping industry, 2440 Media created a website that is easy to navigate while being graphically superior to the competition.

Programmed primarily using CSS (cascading style sheets), the Choice PACKNSHIP site complies with W3C and Section 508 accessibility regulations. As retail-oriented business, it is essential to take accessibility issues into consideration, enabling individuals with special needs to more easily access the content using their Web browsing helper applications. Likewise, the use of CSS improves the ability of modern search engines to accurately categorize and index the site, improving the Web site's overall ability to rank well over the long run.

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About Choice PACKNSHIP

Choice PACKNSHIP provides customers with cost-effective methods ability to move packages around the corner or around the world. By offering more in-store services as well as offering a multitude of shipping choices including; custom packing, domestic and international shipping by air, ground, and sea; a selection of dependable carriers and delivery methods; freight and specialty shipping options; and a full inventory of storage, moving and packing supplies.

The Choice PACKNSHIP Web Site can be viewed at <http://www.choicepacknship.com/>

About 2440media

2440 Media is a cutting-edge Web development company headquartered in the Pittsburgh region. With a focus on serving medium to large sized businesses and their consultants, 2440 Media performs a wide variety of interactive services including Web Design, Web Applications, and Web Video.

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