
Press Release FOR IMMEDIATE RELEASE

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Girvin designs award-winning Web site for King County's Metro Online

Seattle, WA December 15, 2004 — The Federal Transit Administration (FTA) has recently recognized the King County Department of Transportation's **Metro Online** Web site as one of the "**Top Transit Traveler Information Websites**" in the nation. Only four winners were chosen for this prestigious award in 2004.

The strategic branding and design firm of Girvin, Inc designed the Metro Online Web site. Stephanie Krimmel, who is Girvin's Associate Director of New Media, was the information architect and project manager for this award-winning Web site. She explains, "For the site re-design, Metro wanted to increase the usage of the on-line timetable and trip planning tools that Web statistics showed a majority of visitors using. In addition, Metro wanted to increase their online pass sales. In response to this, we placed these various functions front and center on the home page and created memorable icons which we incorporated on every page of the site, allowing users to access them from anywhere." As a result, Metro saw a 23% increase in online pass sales the month following the relaunch and an almost 80% increase in overall use.

According to Metro user, Ms. Kumi Okada, "I visit the Web site very often to check bus schedules and route maps, and I always, every time I go there, wondered who designed the site. Since it's very well designed, not only visually, but also great interface design, I find it well-organized for such complicated information, very easy to use."

The winners were selected after a national review and ranking of more than 1,400 Web sites. The sites were evaluated for their content and usability. The Web site can be accessed at <http://transit.metrokc.gov/>.

About Girvin Strategic Branding and Design

Founded in 1977 by Tim Girvin, Girvin, Inc. provides marketing consulting and brand development services, such as strategic planning, positioning and naming; graphic design including identity, packaging and collateral; environmental design and signage; and interactive design. Accelerating business results is the driver of the strategic and creative engine at Girvin. The firm's portfolio ranges from start-ups to the Fortune 500 across industries, including consumer packaged goods, entertainment, hospitality, retail, apparel and technology. Girvin's clients include the King Country Library System, the University of Washington, Microsoft, Procter & Gamble, Seattle Biomedical Research Institute and Johnson & Johnson. To learn more, please visit www.girvin.com.