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Rhythmlink Website Redesign Bronze Winner

COLUMBIA, S.C. - Website creative is a tricky business, but it seems Rhythmlink has mastered the art. Rhythmlink was recently honored by the Summit International Awards, receiving a bronze award in the 2011 Summit Creative Award competition for its website redesign.

"It is great to be recognized in the industry for your creativity and hard work. Our new website represents who we are as a company and HypeLife Brands made the process easy as we began the redesign. I am looking forward to working with HypeLife Brands on future projects," said Director of Marketing and Communications Lori Melton.

Award applicants were judged by an international panel of professionals within a multitude of specialties including agencies, colleges and universities, and top corporations. Over the past 17 years, the Summit International Awards has become the standard for recognizing creative excellence.

"Working with Lori and the rest of her team through the rebranding and repositioning process over the last year has been a pleasure for everyone here at HypeLife Brands. Following our work together, Rhythmlink is now truly embracing its brand promise and leveraging the brand's zag, robust product offering, and progressive edge it has at its heart, fully differentiating it from the competition. We are proud to have been a part of the brand's transformation and look forward to the road ahead for this rapidly growing brand!" commented Curt Cuscino, Principal and Lead Brand Navigator at HypeLife Brands, www.hypelifebrands.com, Rhythmlink's web development partner.

To view a full list of awards and recognitions Rhythmlink has earned or to learn more about its services and products, visit Rhythmlink.com.

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About Rhythmink International, LLC

Rhythmink International, LLC designs, manufactures and distributes neurodiagnostic accessories and provides custom packaging, private labeling, custom product and contract manufacturing to its customers. Based in Columbia, S.C., Rhythmink was established in 2002 and is owned and operated by CEO Shawn Regan and COO Michael O'Leary. Rhythmink's advancements and improvements in the areas of technology, business development and corporate branding have been recognized by entities such as the Columbia Information Technology Council, *Inc. Magazine* and the International Academy of the Visual Arts. For more information about Rhythmink International, its products or services, visit Rhythmink.com.



Image 1: Vivid colors and easy navigation, Rhythmink's award winning website highlight's upcoming events, products and invites participation from its visitors.