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EXCEL BUILDERS LAUNCHES WEB 2.0

Brooklyn, NY March 19, 2009 – After extensive research and development Excel Builders & Renovators Inc. has launched a completely redesigned company web site at <http://www.excelbuilds.com/>. The site, which went live late last week, includes an all new photo gallery, a news section and a greatly expanded company profile. In addition frequent updates and a company blog will keep the site fresh and dynamic.

“Our new site reflects the quality our customers have come to expect from our work”, Excel President Matthew Goldfine commented. “It’s elegant, friendly and easy to use. We’ve added a lot of information about what we do and how we do it so when our customers and vendors consider doing business with us, they are clear about why they should choose us.”

The web site, which was designed by Excel Marketing Director Adam Goldfine and Designer Rebecca Golden of Website Garden, was the final phase of a rebranding effort that included a new logo, color scheme and an updated look. “Our web site and our marketing didn’t accurately represent who we are”, Matthew added. “With the new look people get it immediately and in today’s business world that’s critical.”

About Excel Builders

Excel Builders & Renovators Inc. is a Brooklyn based custom builder and boutique developer bringing modern and traditional elegance and the highest quality materials and construction methods to urban living. Since 1997 Excel has been creating total living environments that both aesthetically and ergonomically anticipate the homeowner’s needs. An obsessive attention to detail in both what you can and cannot see makes Excel’s work a thing of lasting beauty. For more information, visit www.excelbuilds.com or contact Matthew Goldfine at (646) 294-6475.

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