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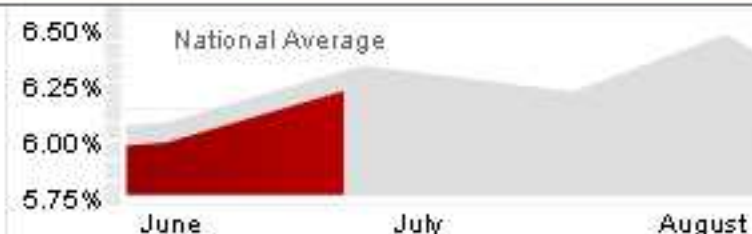
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Best-Selling Web Design Author and Blogger Joins Moosylvania

By Business Wire | 04 Dec 2008 | 09:00 AM ET

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ST. LOUIS, Dec 04, 2008 (BUSINESS WIRE) -- Patrick McNeil, a best-selling author and renowned web design blogger, has been named Vice President of Interactive at Moosylvania, the digital, branding and promotion agency based here. He joined Moosylvania after consulting with the agency on the launch of several major initiatives.

"Web design is the number one brand influencer in the market and there is no better authority on the subject than Patrick, who literally wrote the book - and blogs on the subject," said Rodney Mason, Moosylvania's chief marketing officer.

"Patrick has a formal education in both creative and technical areas and has been mixing the two on the web for the past decade," said Moosylvania's president, Gus Hattrich. "This merging of technical know-how and creative interests makes him a boon to our clients who covet web sites that are fresh, unique and user-friendly, and garner high-volume traffic." As a web designer and developer, McNeil's insatiable appetite for good web design prompted him to create designmeltdown.com in 2004. The site has become a global resource for innovative web design and earned McNeil celebrity status in the web world, particularly in the U.S. and Europe. He writes commentary for .net magazine and is a popular guest speaker at industry gatherings.

McNeil's bestseller, The Web Designers Idea Book, published in 2008 by HOW Books, an imprint of F+W Publications, is currently number one on amazon.com's web design list.

About Moosylvania Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Clients include Bacardi, Dean Foods, Mealchime.com and Ocean Spray. For more information, visit moosylvania.com or call Rodney Mason, CMO at 314-644-7987.

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