

**FOR IMMEDIATE RELEASE**

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## **TRUIST LAUNCHES NEW WEBSITE**

### **Global Philanthropy Solutions Provider Breaks “Green” Ground**

Washington, D.C. – September 16, 2008 – Truist, a provider of best-in-class technology solutions empowering global employee- and community-involvement initiatives, has announced the “green” launch of [www.truist.com](http://www.truist.com).

The new site provides not only a foundation for building Truist’s brand position as the preeminent provider of philanthropy solutions, but an online community for Truist clients and partners. “We are pleased to introduce a website that well represents our company, features our products ‘in action,’ and defines our ‘best-in-class’ solutions,” said Brian Leamy, Executive Vice President of Sales & Marketing at Truist. “More than simply a marketing tool, though, we have built and will continue to enhance a powerful philanthropy resource. Through the Knowledge Center, the Truist Blog, and the expanding client-only support area, [www.truist.com](http://www.truist.com) offers a unique opportunity to connect all Truist stakeholders.”

The “green” site also reflects Truist’s commitment to corporate social responsibility. The firm selected Arlington, VA.-based Irides, which has converted its data centers to 100% renewable energy, as its web hosting firm. “The best thing about Irides being green is that our customers benefit from it too,” said Scott Young, Chief Operating Officer for Irides. “We are proud to say that we emit no CO2 emissions in running our data center.”

The Washington, D.C.-based design firm Project BIG Fish met the challenge of including a wealth of diverse content – ranging from product demonstrations to webcasts, blogs to client testimonials – in an easily navigated format. The site’s clean design and user-friendly layout offer visitors ready access to support resources, news, and events.

“It was a pleasure to work with Truist from the ground up on their website,” said Thomas Frank, Creative Director at Project BIG Fish. “Their dedication for a company that does such meaningful work was a pleasure to be a part of and motivated our team to create something uniquely theirs. We feel confident that their website will be a valuable tool in their efforts to showcase their wide array of services and success stories.”

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**About Truist**

Truist was formed in July 2008 by the merger of CreateHope and United eWay. The company, with offices in Washington, DC and New York, offers a complete portfolio of solutions supportive of global employee- and community-involvement program administration. Truist delivers innovative technology and services to more than 1,000 customers across more than 50 countries, representing a cumulative 3,000 programs, 1 million volunteers and \$2.5 billion in charitable contributions. Learn more at [www.truist.com](http://www.truist.com).

**About Project BIG Fish**

Project BIG fish, a D.C. based design firm with over 10 years of experience, is known for distinctive design that produces the best results for clients. The firm thrives in a sea of production services that span through visual identity and logo design, website design and development, advertising and marketing collateral, and event and conference promotions. Whether you're looking to revamp your image, produce a new website, run a political campaign, publicize a major event, or release a public service announcement, they can help you make a splash! Learn more at <http://www.projectbigfish.com>

**About Irides**

Founded in 1998 by a team of Broadcast, Finance, and Internet leaders, Irides began as an Internet Service Provider specializing primarily in media and streaming solutions. Located in the Northern Virginia Technology Corridor, Irides has grown to become a leading Managed Service Provider in the Web Hosting Industry.

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