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## **ALPINE launches new home page**

**Website features a new design. New technical background. Improved search function. Online job offers.**

The ALPINE construction group's corporate website [www.alpine.at](http://www.alpine.at) was completely revised and restructured. The user-friendly design and clearly arranged structure allows the available information to be easily accessed. Now interested parties can obtain information on the ALPINE Group even faster and easier. The results are already online in German and English.

The extensive information is laid out in a clear, easy-to-navigate style, facilitating a quick orientation. The overall impression is enhanced by images that reflect the group's positioning. The site's clear design corresponds to the ALPINE Group's positioning.

### **Online branding:**

A distinct imagery and up-to-date typography supports the group's brand presence without impairing the search engine optimization (SEO). The implementation with "Wordpress" open source software as the Content Management System (CMS) underlines the site's innovative character and offers a number of advantages: a powerful framework that is completely upgradable with easily integratable applications, e.g. "Google Maps."

The home page's slim, intelligent architecture was designed in collaboration with the "spielplatz.cc" media experts in Innsbruck. An ongoing update of the contents and the technical quality is planned.

### **Wide range of information**

The clearly designed home page makes it easy to obtain all of the key information. In addition, the site offers a variety of downloads. Updated press releases and graphical material is available for the press.

An online magazine in the weblog style serves as a digital supplementation of the printed customer magazine.

### **Online job offers**

Jobseekers can search the ALPINE construction group's latest job vacancies and apply online.

*The **ALPINE** Group, a member of the FCC Group, is a global player. With a construction output of EUR 3.5 billion in 2008 and a staff of roughly 15,530, ALPINE is the second biggest construction group in Austria. For more information visit <http://www.alpine.at>*

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