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For Immediate Release

The Best Chocolate In Town Launches a Sweet New Web Site Design

December 2, 2008 (Indianapolis) – The Best Chocolate in Town, which recently doubled in size, launches a new Web design just in time for the holiday season. The new Web site was designed by its Mass. Ave. neighbor, Dean Johnson Design.

“We (Dean Johnson Design) designed the new identity, packaging, and advertising, decorated the storefront and revamped the interior. And now we’ve brought the new identity to the web,” said Pat Prather, senior designer, Dean Johnson Design.

In addition to the wide assortment of chocolates, which include truffles, turtles, toffee, caramel and much more, the site also offers gift ideas for every occasion. The user-friendly and easy to navigate infrastructure offers visitors product prices and descriptions so they can decide on the perfect gift or slice of chocolaty desire they are looking for.

“The new Web site design makes it easy for customers to purchase our products online or to find them at the various locations in Indiana, said Elizabeth Garber, owner of The Best Chocolate In Town. “With the refreshing color-scheme and romanticized images, the site brings to life the identity of my love for art and chocolate.”

Go ahead and check out the filling at www.bestchocolateintown.com

About The Best Chocolate In Town

The Best Chocolate In Town, Inc. was founded in 1998 by Elizabeth Garber. Elizabeth brought her fine arts background and her love of chocolate together to create this specialty chocolate company. The chocolates are hand-made and hand-packed at the commercial kitchen and retail space, located on Mass Ave in Indianapolis.

About Dean Johnson Design

Dean Johnson Design was founded in 1987 and is located on Massachusetts Avenue, the heart of the Indianapolis art district. The design firm is comprised of an elite group of professionals with expertise in brand identity, strategic marketing, communications and advertising. Dean Johnson is also an active member of the art community through its non-profit gallery, which supports local, regional and national artists, and its “Dialogue,” a community newsletter written and designed by DJD staff. For more information please call 317.634.8020 or visit www.deanjohnson.com.