



NEWS RELEASE  
10/08/2006

## **BHL launches [www.thebhlgroup.com](http://www.thebhlgroup.com)**

**IN ITS CONTINUING QUEST to meet the needs of a global market, the BHL Group of companies has launched its corporate website [www.thebhlgroup.com](http://www.thebhlgroup.com).**

Group CEO **Richard Cozier** described the launch of the site as the start of a new era, explaining that as BHL seeks new avenues for expansion, the website provides a valuable tool through which the conglomerate can market its products and services.

“The BHL website facilitates a more efficient interface between BHL and its audiences and allows us to show the world who we are and what we represent. More significantly, we can now deliver the details we want about our group to worldwide audiences. Visitors to the site can also communicate electronically with BHL and any of its subsidiaries directly from this site with resource persons having been identified at each BHL subsidiary company to respond to queries,” he said.

The 67-page website written by the Public Relations Department is the culmination of months of research and planning. According to PR Manager **Sophia Cambridge**, “The launch of this website is a critical step in our efforts to position BHL globally as a successful, growing corporation encompassing multiple interests. When the decision was made to create a corporate website, we were keenly aware that the image which we project of Barbadian industry must accurately depict us as being able to operate in a global arena. Consequently, a great deal of thought went into the content, images and design of the site.”

Mrs. Cambridge noted, “We polled our audiences to identify the areas of greatest interest and designed the site to provide this information in an easy-to-browse, user-friendly format.”

The comprehensive website targets shareholders, students, potential investors, employees and business associates. As such, it has been segmented into five main sections: **Company Overview**, **Investor Relations**, **Media Centre**, **Career Centre** and **Subsidiaries**. It also provides information on the Group's ancillary organisations and links to industry partners. The site also features a 'Quick Navigation' option which allows browsers to move directly to a specific page of interest.



**PIX CAPTION:**  
*www.thebhlgroup.com features an easy to navigate design which includes five main tabs and a quick navigation option.*



**PIX CAPTION:**  
*Visitors to the website can download PDF versions of BHL's publications ranging from the Annual Report to the BHL Review and Shop Talk.*