

# Top Companies launches exciting, new-look website

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Top Companies Publishing and Events is elated to announce the launch of their new-look company website, [www.top300.co.za](http://www.top300.co.za).

The new website, in keeping with the strategic objectives of the organisation, showcases its position as one of South Africa's leaders in business-to-business communication.

The new-look website introduces its users to Top Companies Publishing & Events and gives the reader an informative overview of the business and its various divisions. The website is redesigned to be more user-friendly, with increased functionality and improved navigation across the various web pages.

Top Companies Publishing Editor, Samantha Dominy, says "The new site allows our visitors to easily browse information across our different business units. From our newly launched advertising agency, Equilibrium, to Top Conferences and Events, to our successful publishing stable, readers now have access to unlimited sources of business information." A new feature on the website that will appeal to media members is our press release archive where all press releases about the company can be viewed.

Striving for a corporate, uncluttered look that would complement the company's marketing objectives, leading Equilibrium web designer Gavin White said, "The company's rapid growth resulted the previous site becoming cluttered, while its design saw it fast become outdated. The new design allows us to update the site quickly, while growth in the company can be adequately accommodated. The site has a cleaner, sharper look and feel and delivers to the need of our corporate clients."

[www.top300.co.za](http://www.top300.co.za) elaborates on the various annual publications produced by Top Companies Publishing, namely Impumelelo: SA's Top Empowerment Companies, South Africa's Top National Companies, Top Women in Business and Government and Top 500: South Africa's Best Managed Companies. All the publications can be viewed via their online counterparts.

Top Companies and Events also produce an online Black Economic Empowerment verification and auditing system ([www.beeonline.co.za](http://www.beeonline.co.za)) as well as a Fast Track Networking website ([www.fasttracknetworking.co.za](http://www.fasttracknetworking.co.za)). The Fast Track Networking site is a value added service for clients who attend the company's conferences enabling them to network and increase the opportunities of making more business contacts.

Top Companies have also added Equilibrium Advertising cc to their stable. Equilibrium offers a range of advertising, production, marketing and communications services to a base of outside clients.

The clean, uncluttered, sleek design together with the easy navigation makes it a pleasure to use. For more information or to satisfy your curiosity check out the website at [www.top300.co.za](http://www.top300.co.za)

For more information contact Lee-Anne Barnard on (+27 21) 441 2500 or email

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