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Guidance Launches Oxy125.org

Development and Hosting Services Provided to Create Occidental College's 125th Anniversary Website

MARINA DEL REY, Calif. (March 20, 2012) – Guidance, a web, mobile and social commerce design and development agency trusted by several businesses on *Internet Retailer's* Top 500, announced today the launch of Oxy125.org, a website promoting Occidental College's upcoming 125th anniversary. Guidance developed the site on the Drupal 7 platform and is providing hosting services as well.

Guidance partnered with Occidental to build the site in a short timeframe and harness the power of social media. "We knew we needed the site live months prior to our anniversary kickoff date," said Jim Tranquada, Occidental's director of communications. "Guidance not only met our deadline, they also provided us with previews during production as the project moved along."

Guidance's unique gap development process provides clients the ability to review iterations of live development, offering them complete control by providing immediate feedback.

"We knew social media integration was a must to raise awareness of our anniversary," continued Tranquada. "Guidance's solution was seamless and we have already seen positive results." Guidance integrated Facebook and Twitter sharing capability within the student profiles, requiring only one click.

The site features profiles of renowned alumni such as President Barack Obama and Academy Award-winning actor Ben Affleck. In addition, the site offers visitors an easy way to nominate other alumni to be featured on the site, and provides information and updates on events planned for the yearlong anniversary celebration.

About Guidance

From ideation to launch, Guidance becomes your digital marketing and technology partner to provide benchmark web design and development that increases performance, traffic, loyalty and conversion.

Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social commerce.

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Brands such as Bank of America, Behr, Burlington Coat Factory, Coffee Bean & Tea Leaf, Foot Locker, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney, and others have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

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