

**For Immediate Release:**

**NEW AND IMPROVED WEB PRESENCE  
AT GWINNETT CENTER**

*[www.gwinnettcenter.com](http://www.gwinnettcenter.com) reimagined*

*with new desktop and mobile website design*

*to complement new ticketing system*

**Duluth, GA. (October 1, 2013)** – Gwinnett Center announced the launch of a new website today. Guests visiting [www.gwinnettcenter.com](http://www.gwinnettcenter.com) will experience a completely new interface, and users will find the website easier to navigate and visually stimulating.

With the transition from Ticketmaster to [AXS Ticketing](#) on March 1, Gwinnett Center’s website became the landing page for all ticketed events, therefore, the website needed to reflect a stronger ticketing focus.

“It was time to take our web presence to the next level, so we could better engage with consumers,” said general manager, Joseph Dennis. “All of the recent changes with our ticketing company [AXS Ticketing] have pushed more consumers to our website, so we needed to build a site that made the purchasing process easier and faster for our customers at [www.gwinnettcenter.com](http://www.gwinnettcenter.com).”

Enhancements to Gwinnett Center’s website include the following:

- Clean user interface
- Improved online presence on both desktop and mobile websites
- Easier navigation for users to find event information
- Eye-catching imagery
- Easier purchase flow
- Ability to search for upcoming events by venue

- Stay connected to the latest news
- Increased video content

For the redesign, Gwinnett Center contracted Charlotte, NC based company, [carbonhouse](#) to construct and host the new website. carbonhouse is an industry leader in website design, and supports major venue websites across the United States, including the Barclays Center in Brooklyn, NY, Bridgestone Arena in Nashville, TN, Staples Center in Los Angeles, CA, and many more.

The previous website was redesigned in 2009 by DelPhi Communications.

To view the new website and to see a full list of upcoming events, please visit [www.gwinnettcenter.com](http://www.gwinnettcenter.com).

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### **About Gwinnett Center**

Just minutes outside of Atlanta, Gwinnett Center's 80-acre lakefront campus can accommodate a variety of events from concerts, performances, meetings, trade shows, conventions, banquets, and celebrations. The multipurpose campus includes an amazing 13,000 seat arena, a 702-seat Performing Arts Center, 23 versatile meeting rooms, a 50,000 square foot exhibit hall, and a 21,600 square foot grand ballroom. Gwinnett Center is beautifully landscaped and architecturally stunning facility with an award-winning outdoor private garden, soaring atriums and modern angles which provide a beautiful backdrop for any event. The campus, operated by the Gwinnett Convention and Visitors Bureau, distinguishes itself by hosting a diverse range of events, including the NCAA Women's Gymnastics Championships, Lady Gaga, Catalyst Convention, George Strait, Beyoncé, Enrique Iglesias, Red Hot Chili Peppers, Menopause the Musical, American Idol Live!, Dave Matthews Band, Vicente Fernandez, Carrie Underwood, Eric Clapton, FLW Forrest Wood Cup, Michael Bublé, MUSE, and many more. For a full list of events, please visit [www.gwinnettcenter.com](http://www.gwinnettcenter.com) for more event information.

### **About AXS**

Developed and operated by AEG, one of the leading sports and entertainment presenters in the world, and a wholly owned subsidiary of the Anschutz Company, AXS is a new digital platform and will serve as AEG's primary consumer brand. The AXS platform includes AXS.com, a Ticketing website, venue web services and database management components.

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