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**FOR IMMEDIATE RELEASE**

**theFreshXpress.com re-launches Web site**

Columbus, OH–February 8, 2010– The FreshXpress.com announced today that they will be re-launching their Web site, [www.thefreshxpress.com](http://www.thefreshxpress.com), today. The redesigned Web site is a result of theFreshXpress’ growing audience and the desire to bring them fresh, new content in a more appealing and easy way.

Sean Walton, Jr., founder and CEO of theFreshXpress is pleased with the new Web site and is ready for it to be unveiled to the public.

“We wanted to give everyone something new and fresh; a site they can be excited to log on to everyday and catch up on everything from news, to politics, to sports and entertainment. We want to be the one-stop shop for young, black America,” Walton said.

This re-launch comes just a few months after the site won three Black Web awards for Best New Blog, Best Culture Blog and Blog to Watch in September 2009.

Celebrating its first anniversary, theFreshXpress will also unveil a new logo, and email newsletter and introduce its auxiliary organization, The Fresh Forward Project, which will address social issues affecting black America.

For more information about theFreshXpress, visit [www.thefreshxpress.com](http://www.thefreshxpress.com)

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TheFreshXpress.com, dubbed “THE pulse of young Black America,” is a collection of free thinkers and individuals that have come together to give voice to a nation of young African Americans. It is our mission to provide fresh thought, fresh perspectives, and fresh debate on issues relevant to the African American community.

TheFreshXpress.com was founded by Sean L. Walton Jr., Arlen Herrell and Kevin Breckenridge.