

ACT

6918 Owensmouth Avenue
Canoga Park, CA 91303

Toll-free (800) 394-4228
Phone (818) 712-4999
Fax (818) 712-4979

Account Control Technology, Inc.

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Contact: Lynn Heineman
Vice President of Sales
(866) 496-5880
LHeineman@accountcontrol.com

Account Control Technology, Inc. (ACT) Launches New Marketing Campaign *Agency redesigns its logo and launches its "ACT Advantage" marketing campaign for 2008*

January 28, 2008: This month, ACT formally launched its new logo-- the first redesign ever, and a significant milestone in ACT history. It has been launched alongside ACT's 2008 marketing campaign, the *ACT Advantage*.



The updated logo retains much of its predecessor's original integrity, however several key changes have been implemented to better depict ACT's strength and stability. Modifications to the shape, color and typeface modernize the look while keeping the overall logo recognizable for those already familiar with the company. Moreover, the decision to make the logo square holds a special meaning to ACT: "Throughout 17 successful years, ACT has evolved into a solid organization committed to the educational community. The new solid square logo reflects the four cornerstones ACT represents – ethics, dedication, customer service and performance," says Lynn Heineman, Vice President of Sales.

P² = People + Performance = The ACT Advantage

ACT is also entering 2008 with a company-wide commitment to a more client-centric approach to business. *The ACT Advantage* campaign was created to increase awareness of specific benefits resulting from the company's belief that people and performance should be regarded above all else. ACT's experienced personnel, innovative strategies, and a constant investment in technology and resources, propels the P² philosophy which drives home ACT's ability to deliver results and much-deserved service.



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