

Press Release

CommNet International celebrates 21 years of service, refreshes it's brand, and releases a new website

CommNet unveils its new corporate mark and releases its new website at the "SJCC Business Expo 2007" on September 20th 2007 in Cherry Hill, New Jersey.

Voorhees, NJ (CommNet) October 19, 2007 – For the last 21 years, CommNet International has provided superior technical services to its clients ranging from Managed Services to delivering the best hardware and software products at competitive prices. This year CommNet embarked on the journey of making over its corporate mark and redeveloping its website to reflect the level of service that their clients have come depend upon from them for over 21 years. The process of reworking the CommNet Logo and delivering a tag line that reflected a long history of excellence was a six month challenge that began with the question, "Does CommNet International's current identity truly represents its mission to deliver the best level of technical service to its clients?"

CommNet's choice to develop a strategy for the makeover was an important step in the success of its new corporate mark. CommNet began by looking over its company's vision, values and meanings and decided that the current logo was dated and the tag line "Intelligent Solutions for Today's Complex Technology" was neither specific nor succinct. CommNet began talking to employees and clients about the brand and tagline to learn what if anything they thought of the identity. The most common response was that they could not recall what it said.

Since the logo is a major component of the identity, a creative image playing on the initials of the company, CI, was added to CommNet International's current brand to improve the company's visual identity. The updated logo, in addition to the new tagline "*How IT Gets Done!*", is intended to remind CommNet's customers and partners of CommNet's many years of experience and expertise in the field of Information Technology. Value-Added Resellers (VARs) in the IT industry has been making a shift to Manage Services over the last 3-5 years, so not surprisingly most companies offering the computer systems management as a service have at most only a few years of experience in this area. CommNet has been providing Managed Services to its clients since 1993 with a suite of products and services called VSM (Virtual Seat Management), continually developing and refining the critical processes which are the hallmark of delivering the superior level of service CommNet is known.

CommNet released its new brand and website on September 20th 2007 at the SJCC (South Jersey Chamber of Commerce) Business Expo 2007 to a very positive response. With the makeover of the brand and supporting website, CommNet expects to increase retention of their corporate identity with new clients, while reaffirming their message of delivering excellence in the area of Managed Service to their current clients.

For additional information on the news that is the subject of this release, contact Bob Puphal or visit www.commnetinternational.com.

About CommNet International:

Founded in 1986 by Douglas Collier, President, CommNet International is a leading solutions provider of information technology (IT) products and services. Our mission is to deliver superior, innovative solutions and, more importantly, the best service and support in the industry.

To ensure exceptional customer satisfaction, we adhere to ISO 9000 continuous process and quality improvement procedures. In 2003 we achieved TL 9000 3.0 and ISO 9001:2000 registration. Our performance is continuously measured and documented through customer satisfaction surveys and outside auditors.

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