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**FOR IMMEDIATE RELEASE**

## **DP SOLUTIONS UNVEILS A NEW LOGO AND WEBSITE**

*The new identity reflects DP Solutions' focus on providing streamlined cloud-based technologies that empower clients with peace of mind and assurance*

COLUMBIA, MD, March 4, 2013 -- In an effort to better represent the progressive, innovative and savvy team that embodies DP Solutions, the company has refreshed its brand by introducing a new logo, corporate colors and website. The re-branding campaign will also reveal a new look for all company collateral and materials.

The fresh new logo features clean and slick typography, yet has a softness in form and color that represents the approachability of the DP Solutions team. The "on" button depicts the ease of finding a unique and effective IT solution with DP Solutions, and that working with the company is as easy as pressing a button. The logo portrays that DP Solutions is 'always on, and can solve any problem.'

The new tagline, "Problem Solved." illustrates DP Solutions' ability to remedy many challenges customers face while delivering the peace of mind needed in a variety of technology situations.

"DP Solutions has an impressive story to tell. With over 40 years serving the technology needs of a diverse range of industries in Maryland, Pennsylvania, Virginia, and Washington D.C., we have long-term, established relationships with our customers and partners. Over the last several years, DP Solutions has evolved and our new brand better reflects who we are as a company," said Simon Tutt, President & CEO at DP Solutions. "With a fresher, more cutting-edge image, we are breathing new life into our brand, allowing it to embody what the company stands for and transforming our website into the information technology resource that it is meant to be."

DP Solutions' previous logo was introduced in 2005, serving the company for over seven years. The new look and feel of the DP Solutions logo and website can be seen at [www.dpsolutions.com](http://www.dpsolutions.com).

### **About DP Solutions**

With over 40 years of experience, DP Solutions serves as a trusted IT business partner to its clients. We provide innovative cloud business services, managed IT services, and availability solutions that give our customers the peace of mind that their businesses will run efficiently, effectively and securely. We are committed to excellence in our work ethic, in the products and services we provide, and in our relationships with our clients and communities. For more information, please visit, [www.dpsolutions.com](http://www.dpsolutions.com).

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