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**FOR IMMEDIATE RELEASE**

## **S&S ELECTRIC LAUNCHES NEW VISUAL IDENTITY AND SERVICE BRANDING STRATEGY**

### **New Branding Initiatives Support Customer-Focused Enhancements**

**OLDSMAR, Fla. (December 15, 2002)** — S&S Electric Co., Inc. an industry leader in Home System Installation, proudly announces its new “look,” a distinctive new logo featuring the “Home System” motto and listing its three primary product brands: Electrical, Air Conditioning, and Structured Cabling. This new image is designed to reflect the company's full-service philosophy to customers, which focuses on providing ongoing value-added maintenance and support of system installations. The updated visual identity is a significant element of S&S Electric's overall service branding strategy of expanding its offering beyond electrical system installations to include a stronger presence in the air conditioning and structured cabling markets.

“For more than 50 years, our logo has stood as a graphical reflection of S&S Electric's standards for value, quality, timely service, and expert people,” said Vern Smith, President of S&S Electric. “And, while some of the visual elements have changed it will continue to be a recognizable tool we will use to promote and instill confidence in the services we have offered to our customers for three generations.”

“Looking at the logo one is reminded of the confidence we have installed for our customers over the past half-century and the assurance S&S Electric provides with it's world-class products and programs,” said Chris Smith, Executive Vice President, and one of the Founders' three grandsons currently working for the company.

The company's new identity highlights S&S Electric's unique vision for the future and positions the company as *the* preferred systems installer for individual homeowners and homebuilders alike. “Our new identity conveys a feeling of forward movement, innovation and technology leadership, it reflects the company's desire to communicate that it has a new direction for the future, but that it has not forgotten the past,” said Shawn Smith, Director of Marketing and grandson of Founder.

The new logo is part of S&S Electric's regional communications, marketing and advertising efforts and will be integrated over the next several months into every aspect of its business from fleet vehicles to brochures and it's website.

Installing confidence since 1947, S&S Electric Co., Inc. is West Central Florida's premier home systems contractor for many of the nation's top homebuilders. With more than 250 employees and offices in Oldsmar, Tampa, Sarasota and Naples, the company installs over 3,500 systems in homes annually. S&S Electric's extensive service offering includes Electrical, Air Conditioning, and Structured Cabling Systems, as well as the expertise of an award-winning team of designers, installers and technicians recognized throughout the industry for providing customers with value-added, reliable, quality system installations.

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