

**Date:** May 23, 2008

***New Logo is Launched***

<**Grande Prairie**> E.S. Williams and Associates Incorporated is adding a new brand/image to our family. We were faced with a challenge of potential customers thinking we are a law firm versus existing customers recognizing our good name and focus on a relationship building I.T. solutions company. The solution our organization came up with was to keep the E.S. Williams name but shorten it so that we retain some of our history while at the same time providing a new modern and complementary image. Our result:



“Our services will continue to grow but our values remain steady and with purpose. ESW is entering a new chapter in our company’s growth and we thank all our past and existing customers and employees on making this journey extremely rewarding.” – Graham Plett (ESW Senior Partner).

**E.S. Williams and Associates Inc. (ESW)** is a privately held corporation in Alberta with offices in Edmonton, Grande Prairie, and Calgary providing I.T. Solutions. For more information please see [www.eswilliams.com](http://www.eswilliams.com)