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PROMOBILITY UNVEILS NEW BRAND IDENTITY

The New Brand Brings the Values and Ideals of ProMobility Into Alignment

Markham, ON – October 15, 2009 – ProMobility Inc., a global provider of progressive wireless solutions unveils its new brand to the global market. The rebrand represents a significant milestone in the company’s history and further signifies the company’s evolution as a world-class provider of market-driven wireless repair and refurbishment solutions.

The new corporate logo presents ProMobility as a dynamic, progressive, and forward thinking company, and is the first update to the company logo since it was launched in 1993. The new logo is better aligned with the way ProMobility interacts with its customers and partners, their devotion to quality, their dedication to the sustainability of the environment and the way it conducts itself internally.

“Our new tagline is ‘Progressive Wireless Solutions’ which is our way of expressing pragmatically exactly what we provide to the market.” expressed Jeff Litman, Co-CEO and Founder of ProMobility. “We are a unique organization in that our 4 pillars of business (acquisition, service, sales and recycling) allow us ultimate control over our quality, turn-around, customer service and sustainability. This enables us to be progressive in the development of unique solutions that can be tailored to the distinctive needs of each customer.”

The ProMobility red symbolizes the intense passion and pride its employees take in their work. The “flag” represents the ProMobility belief that integrity, ethics and quality are the key ingredients that propel an organization to the front of the pack.

“ProMobility is well known in wireless technology circles but as the company continues down its path of rapid growth, we look to expand our brand recognition beyond the boundaries of our vertical,” commented Joseph Belcredi, Co-CEO and Founder of ProMobility.

About ProMobility

ProMobility is a world-class provider of warranty and out-of-warranty repair and refurbishment services for the wireless communications industry. Its progressive wireless solutions are enhanced through the integration of its warranty management program, fulfillment, logistics and leading edge technology. For more information, please call 1.888.816.9990 or visit promobility.com.



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